



# *Beer Can Collectors* **NEWS REPORT**



The BCCA's Bi-Monthly Publication Vol. 11, No. 4 July-August 1981



PICKETT:

The Man,  
the Beer  
and the Movie

See page 4

**VOTE FOR CAN  
AND COLLECTOR  
OF THE YEAR**

*See Center Insert  
For Ballot*







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## Conducting business

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(Assistant)	Lou Capriotti #408	Kenosha, Wis.
Audit	Bob Campbell #1178	White Bear Lake, Mn.
Convention Chairman	Ron Jones #1236	Elk Grove Vlg., Ill.

## What's on tap

**MARK YOUR BALLOT** It's time once again to mark your ballot for the annual Can and Collector of the Year competition. This year's worthy nominees can be found in the center insert, pages 16 and 17.

**IT WASN'T PABST** That understatement was uttered by Wayne Ronn #7160 and his Dad after they uncorked a 76-year-old bottle of Scottish Ale. For all the details, see page 25.

**FIRE SAFETY** Whether it's at Convention XI or any hotel in the country, Jack Turner #65, has put together some pointers to keep in mind concerning fire safety. See page 28.

AND . . .

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# Chapter corner

By Gregg Kreyling #3533

Let me say thanks to the Sunshine Chapter for their fine hospitality I received at their last trade session. By the way, they have officially changed their name to the Gator Traders Chapter.

Four of our chapters have decided to bid for the 1985 Convention: 1) Cascade Chapter — Portland, Oregon; 2) Cornhusker Chapter — Omaha, Nebraska; 3) Gator Traders Chapter — Orlando, Florida; and 4) Tidewater Champale Chapter — Virginia Beach, Virginia.

One of these will be voted to host the 1985 Convention by members attending the Saturday business meeting at this year's Convention in Chicago. This decision should not be made hastily. Remember, the place you pick in

September, will be the place you will have to go to in four years. I urge you to check the merits and disadvantages of each of these four locations before voting. Take time at the Convention and visit each of the hospitality rooms and ask questions about room rates, parking, ice, etc. It's a chance to meet some nice people and they always have a cold beer for you. If everyone would ask their questions on Thursday and Friday in the hospitality rooms, we could save a lot of time at the Saturday business meeting.

As most of you know by now, the BCCA now has the exclusive rights to the Can Tote. One of the reasons this was done was to offer the chapters a discount for quantity purchases. I hope all chapters will look into this opportunity for their members. This is just

one way the National is trying to be of help to the chapters.

Some of the really big trade sessions in the next two months are: July 10-12 **Dayton Mini Convention**, Bob Kates #1493; July 12 **4th Annual Sizzle 'n Sweat**, Mark Crane #15584, Ar-Can-Sas Chapter; July 18-19 **KC's Best Kolossal Kan Kaper**, Steve Van Slyke #10437; July 25 **Simon Pure 8th Annual Superswap**, Dick Rausche #526; July 31-Aug. 2 **Three Rivers 5th Hoosier Hospitality Weekend**, Leroy Art #6270; Aug. 1 **Cowboy Rodent Buffet**, Jeff Berg #799; Aug. 8 **Knickerbocker Uncle Ernie Oest's Picknic**, Ken Kaiser #3793.

## CHAPTER SALES:

**Hawkeye Chapter**  
Chapter Patch \$2.50  
Lyman Beebe #5427

# President's message

By Herb Schwarz #1922

On May 16, 1981, the BCCA purchased all rights and assets relative to Can Totes. While we had announced this intention earlier, it took nearly three months to negotiate, find suitable manufacturers in St. Louis, and reorganize our warehouse to accommodate the Can Tote stock. Except for additional logo and an owners name block, the tote construction is unchanged. In this issue, you'll find ordering data and reduced introductory cost to members and Chapters.

The country's economic problems certainly have an effect on all of us and this fact was brought out by our renewal survey. One thing that hasn't dwindled in our great hobby is

fellowship. Upon reading of a plight by a fellow member, the Grand Prize Chapter paid the dues of a member in Pennsylvania. Here's a toast to you down in Houston.

Many members are concerned about the ice situation at the Conrad Hilton come September. They had recently installed ice dispensers in favor of the ice making machines. For sanitary reasons, more and more hotels are doing likewise. We are assured that they dispense enough to fill our ice chests, that is, if you get there before someone ices up a whole bathtub. Ron Jones and his crew are checking to see how additional ice can be brought in, if it is even necessary.

Besides a few minor typographical errors in the roster, we somehow missed an entire page of the by laws. This page is in this issue and can be torn out and placed with your roster. Otherwise, another job well done by all involved in putting our 1981 roster together.

How about submitting a suggestion for next years' roster cover. One idea was to use Chapter patches for next year, but we'll need them for the photography. If you wish to be included, send them to Gerald Pecinovsky. They cannot be returned, however.

Have you sent in your CANVENTION registration yet?

## WHAT'S ON PAGE 15?

As you may have discovered, a page from the BCCA By-Laws is missing from the 1981 Roster. The page has been located and is printed on page 15 of this issue of the *News Report*. After casting your ballot for Can and Collector of the Year, you may remove page 15 and keep it for future reference with the Roster.

## TOONER SCHOONER'S

Many Chapters have asked to have photos and stories published about their mini-conventions. "Tooner Schooners" is a new *News Report* column which will feature mini-conventions by BCCA Chapters.

"Tooner Schooners" will begin in September. Stories will be selected and published on a first come, first

served basis. One photo and up to 350 words are allowed per story. Submit ONLY BLACK & WHITE PHOTOS, and provide story in typewritten form. Deadline for publication is six weeks prior to this issue date.

Send your photo and story to: Marcia Butterbaugh #6560.



# The Beer That Became a Movie

By Steve DeBellis #576

Most people do not know that Art Carney once worked at a brewery. Or that Sylvester Stallone, Robert Hayes, Eddie Albert, Martin Mull, Charlie Rich and Barbara Hershey also worked at the same brewery. These stars are not experienced brewers, bottlers, or maltsters, however. They appeared in movies that have been filmed at the historic Pickett brewery in Dubuque, Ia., six stories of stately victorian red brick perched just above the high water mark on the bank of the Mississippi. Four years ago the brewery's bar room was used as the backdrop for Zigi's Tavern, the neighborhood hangout of the Sylvester Stallone character in the film F.I.S.T. Now the old brewhouse is the focal point of a new movie starring Art Carney and Robert Hayes that was released in May.

**ORIGINALLY KNOWN** as the Dubuque Star Brewing Co., the brewery was founded by a family named Rhomberg. At one time it commanded 80% of the Dubuque market with its principal brands, Dubuque Star and Vat 7. When it first rolled out the barrel in 1898, the Dubuque Star plant was one of the most modern in the country. No expense was spared and a railroad spur came right up to the brewery gates. But the brewing industry is fiercely competitive and the pride of the 1890's had become an anachronism by 1971. The picturesque old brewery was ill-equipped to meet the challenges of the national and large regional brewers that are making competition increasingly tough for the small brewer. Above the brewery's office door is an old German saying; "Hopfen and malz. Gott erhalts!" Translated it states "Hops and malts, God bless our beer!" In August of 1971, about 20 days before Iowa was destined to lose its only brewery, God decided to smile on this tiny brewery. It was then that Joseph S. Pickett, widely considered to be one of

the most accomplished brewmasters in the world, brought his family to Dubuque to take over the faltering operation.

Joe Pickett sat in his modest office above Zigi's Tavern, a frosty bottle of beer sitting on his desk. "If you look out the window," he said pointing toward the river, "you can see bald eagles nesting in the trees. They feed on the fish in the river and sometimes one will fly quite close to the brewery." A spy from St. Louis, perhaps? "I really like this beer," smiled Pickett as he poured a glass of Pickett's Premium beer from its emerald-green bottle. "I wish people didn't go for gimmicks like this twist-off top," he added as he flipped the bottle cap on to his desk derisively. "The best packaged beer comes in a long-neck bottle with a real bottle cap."

When Joe Pickett talks about beer, people listen. More importantly, beer people listen. At 73 years of age, Joseph S. Pickett, Sr. (frequently referred to as Joe Sr., to distinguish him from Joe Jr., who is also a master brewer) is the oldest working brewmaster in the United States. But unlike most beer barons, Pickett did not grow up in the brewing industry.

**BORN IN GLASSPORT, PA.** in 1908, Joe Pickett studied pre-med at Duquesne University, where he played football for Elmer Layden, one of the famed "Four Horsemen" of Notre Dame. His brother, Lawrence "Rixy" Pickett was a Walter Camp-All-American honorable mention. Both of the Pickett boys played end. Upon graduation from Duquesne, Pickett became a member of Art Rooney's Pittsburgh Steelers, and competed as an end in the fledgling NFL for two years. "My two greatest assets were guts and brains," boasted Pickett. I was the smallest player on my high school team, the smallest player at Duquesne, and the smallest player on the Steelers." Elmer Layden once pulled Pickett aside before practice. "Joel I said dress for scrimmage!" intoned Layden. "But coach," replied the flustered Pickett, "I've got my pads on!"

While young Pickett was toiling for the Steelers during the pioneer days of pro football, his boss, the irrepressable Art Rooney, was involved in another business venture that would change Pickett's life. Rooney owned a brewery in Braddock, Pa. called, appropriately enough, the General Braddock Brewing Co. Rooney's father had owned the brewery during prohibition, and once repeal came, Rooney decided to put the old plant back in operation. Rooney recruited Pickett to help rehabilitate the brewery, a process that took two years. Prohibition had caused a shortage of competent brewmasters in the United States, so Rooney brought in a Canadian brewmaster named Dan Sutter, who became Pickett's tutor and mentor. Rooney then sent Pickett to the Siebel Institute of Technology in Chicago to be trained as a brewer, where he graduated in 1934.

When Pickett returned to the Braddock brewery, the company wasn't doing well and there was no place for him. Pickett looked everywhere for a brewery that needed a conscientious young brewer, but the industry was going through the first of many weeding-out phases and breweries were failing across the country. He finally landed a job in McKeesport, Pa. at the Tube City brewery washing barrels — the lowliest job in a brewery — and coaching semi-pro football.



Joseph S. Pickett, Sr. and Robert Hayes

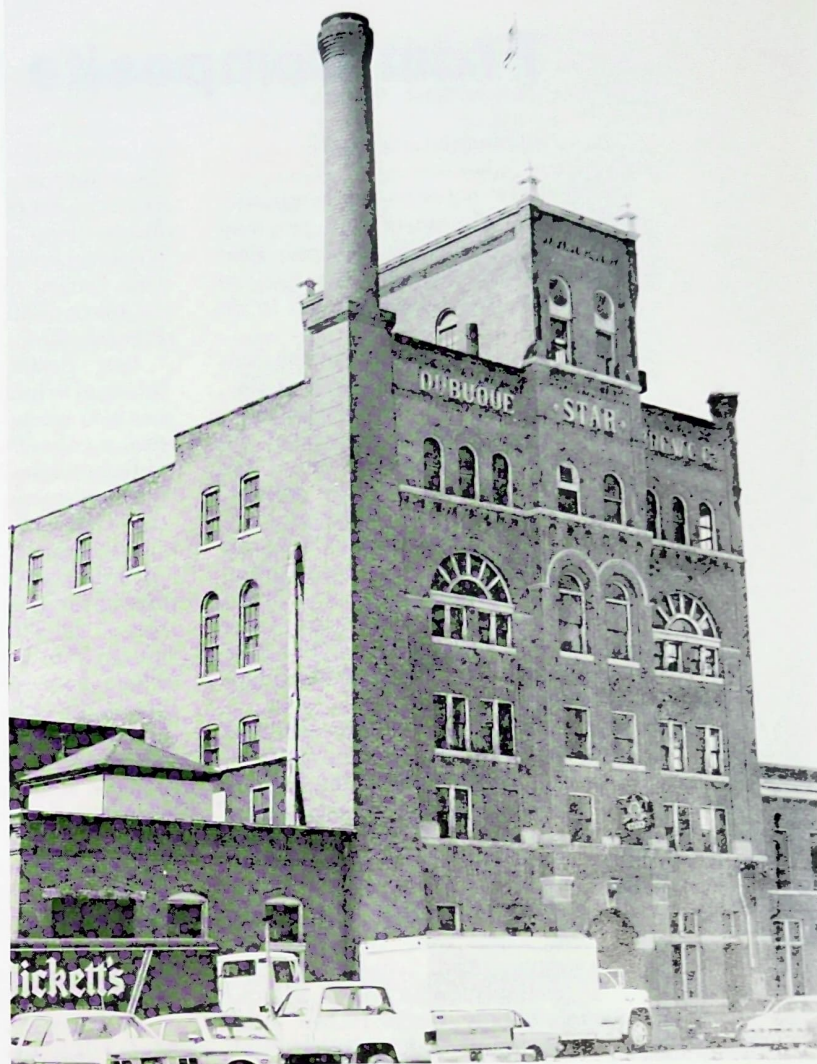


Pickett worked his way through the apprentice system at the Tube City brewery, rising from barrel washer to assistant brewmaster. The principal brand was White Label beer. Pickett then left Tube City to work for Parke-Davis pharmaceuticals in their digestive-fermentation division. Even in 1936 Parke-Davis was a corporate giant with 5,000 salesmen in the field. Pickett was a "trouble shooter" who called on breweries that had difficulty with their aging and chill-proofing processes. One day Pickett got a call from a brewery owner who was having serious problems. It was his old boss, Art Rooney. The General Braddock brewery was having a tougher time in the marketplace than his early Steelers were having on the field. Rooney pleaded with his former footballer to help him save the ailing brewery. Pickett was not eager to leave a secure job at Parke-Davis, but he finally decided to follow his heart back to Pennsylvania. In spite of Pickett's valiant efforts, the brewery failed.

Pickett then landed a job with the Storz brewery in Omaha as brewmaster. Gottlieb Storz was the patriarch of the Storz operation. A true beer baron, he was the founder of the brewery and was still at the helm at age 83. He had come to Omaha with 25¢ in his pocket and when he died his worth was estimated at \$16 million. The family also started the Storz Broadcasting Company which owns KXOK radio in St. Louis. One day Pickett came into old Gottlieb's office and said that he was leaving because he had a better offer with another brewery. "I'll give you a raise Joe, don't worry about it," said Storz. "What about your sons?" replied Pickett. "They fight all of the time and as soon as you give me a raise, they'll take it away from me." "I'm as good as my word," said Storz. "I know you are," Pickett said, "but I don't trust your sons. You're 83 years old. You might drop dead tomorrow." "You might drop dead today," countered Storz. "That might be true," said Pickett, "but I still think I'm making the right decision by leaving now." Pickett shook hands with Gottlieb and walked out of his office. "That was about two o'clock in the afternoon," said Pickett. "I got a phone call that evening saying that old Gottlieb had died. I think that aside from his nurse and chauffeur, I was the last person to see him alive."

**UPON LEAVING STORZ,** Pickett went to work at the Overland Brewing Co. in Nampa, Idaho, a small plant with only two employees. Pickett did all of the brewing and mashing himself. While he was away from his native Pennsylvania, Pickett continued to coach football by mail, initiating what was possibly the first correspondence course on football.

While at the Overland brewery Pickett once again got a call from a former employer. This time it was the president of the Tube City brewery who "begged, pleaded, and cajoled" Pickett into coming back to McKeesport as brewmaster. So Joe Pickett came home to resume brewing and his first love, coaching football. "This was about 1936," said Pickett, "And the Spanish Civil war had just begun. There were a number of communist sympathizers in western Pennsylvania and I had a gun-ho pro-communist, anti-nazi kid on my team named Gus who always played guard. He eventually left my team to join the Lincoln Brigade, a small army of Americans that went to Spain to fight Franco. The Humphrey Bogart character in "Casablanca" was supposedly part of the brigade. Well, the only thing this kid loved more than communism was football, so when he got to Spain he tried to organize a football team. Since the only position he had ever played was guard, he didn't know any of the offensive backfield plays. One day I got a letter from him that started out 'Dear Coach, please send me the plays we used, especially the backfield assignments.' I diagrammed some plays, sent them to Gus, and never gave it a second thought. Not long after that I was contacted by the



**The historic Pickett Brewery ... "Six stories of stately Victorian red brick perched just above the high water mark on the bank of the Mississippi.**

F.B.I. They had intercepted the letter and wanted to know what it meant. The agents found it unusual that anyone would send football plays to a soldier in the middle of the Spanish Civil War. They wanted to know what the message really meant. I finally convinced them that my letter contained legitimate football plays. They thought I was delivering war secrets! Gus never came back, but for 10 years after that I would get an annual visit from the F.B.I. or the local police chief asking if I had ever heard from him again."

In 1942 Pickett was offered the job as head brewmaster at the Schoenhoffen Edelweiss brewery in Chicago. Before prohibition, Edelweiss had outsold Budweiser, and the Edelweiss brewery at one time was the world's largest. Pickett was only the second brewmaster at Edelweiss. He continues to brew Edelweiss at his Dubuque brewery, and stated that the recipe has not changed since it was created by his predecessor in 1852. "The Edelweiss brewery started to lose ground when the Schoenhoffen family bought a soda company and lost their pants investing in sugar," said Pickett. "But the quality never wavered!" he added proudly. Pickett stayed on as brewmaster when Edelweiss merged with the Atlas Brewing Co. of Chicago and was plant superintendent for Atlas when it was acquired by Drewerys Ltd.

*(Continued on page 27)*



# From Composite to Beer Can Catalog

By Martin Landey #78

First a few notes on the composite, and then a glimpse at our proposed work on a Catalog of American Beer Cans. Several people have sent in corrections, and I urge you all to do likewise.

First, let's clean up some of the "un-assigneds." The Tacoma Brewing Co., San Francisco, was unquestionably a name used by Rainier. Note that the tax number, U-1101, is the same. Tax numbers were assigned in August, 1936, after Rainier had begun canning. Brewery Management Corp. was a temporary name used by a group which had purchased Loewer's Brewery, later operating under the name Loewer's Gambrinus. Ernie Oest #108 and Charles Bacon #8941 each supplied this information.

Ernie continued: the Esslinger Quiz cans labelled Philadelphia but with zip tops were indeed filled in New York by Ruppert, and cans labelled Ruppert and Esslinger, Reading, PA, were indeed filled by Sunshine. Other additions are: place a V before Murphy's Ale, Star Brg., Boston and Steinbrau Light Near Beer, Eastern, Hammonton. Add Schaefer Golden Beer, probably with a V, under Schaefer, Albany. Under Huber, Monroe, delete the V before Huber Bock Beer and add Huber Premium Beer Bock Beer.

Turning to the set can listing, our bi-monthly Esslinger Quiz additions show 10 new first lines. 1953-1: 1st trans-Atlantic radio message sent 1902; California bigger than East & West Germany; Penguins native to South Pole only; Right field in Polo Grounds

is only 257 ft. long. 1953-3: 24 Counties in Maryland; "Josephine Ford" — 1st plane flown over N. Pole; Pierre: Cap. S. Dak.; Will Rogers known as cowboy philosopher. 1956-2: Don Larsen pitched 1st World Series no hitter-1956; Joe Koven wrote "O Promise Me."

Bart Foster has marked up our listing of Schmidt sets considerably. He has also added to the Rainier Jubilee sets, a vain effort to keep them ahead of the quizzies. First, the paragraph on brewery name changes shown under the "Cartoon" set should be under the "Party Series." Next, the note "each with the three bands described above" should appear under the "Brewery Series" as well as the "Party Series." Finally, the best part, he passes on a whole new set, none of which appeared in either of the *News Report* articles cited or in BCU or the BCCA book. Add a "Christmas Series:" four designs: standing turkey, turkey on a platter, large single candle and candleabra. Produced in 12 oz. only at Sicks Spokane Brewery and Sicks Seattle Brewing and Malting. Colors are red and purple, red and yellow, red and blue, and red and green. That's 32 possible more Jubilees . . . but I'll put my money on Esslinger.

The dates used in the composite were taken largely from the published Breweries Authorized to Operate, a listing which was biweekly just after Prohibition, gradually stretching out to the present yearly list. Charles Bacon has access to the pencilled in markups of this listing, one issue marked up to create the next, and has provided us with a finer listing of opening and closing dates. He has also suggested

that all dates be post-Pro (\*5/14/34-7/11/63), with the asterisk indicating that the brewery operated before the dry spell. Sounds good. Thomas Kreihn #2766 has also provided a wealth of information and suggestions.

Now, let's take a look at the proposed Catalog. The format below is a proposal only. Any or all of it could be changed.

The information given is: (A) brand name, (B) brewery name used, if the plant used more than one name on cans, (C) size in ounces, (D) # of labels, (E) can type (see table below), (F) BCU #, (G) Bible # or, for cones, crown-tainers and gallons, Cone Top Bible #, (H) description, hopefully sufficient to enable users to tell cans apart. Our goal: never again shall the words "I know I got one of them . . . I'll check and maybe pick up the other next time" be heard at a trade session.

Can types: C conetop, K crown-tainer, F flat, T steel tab, A aluminum tab, E extruded (2 pc.) steel tab, R crimped steel tab. Suffixes are O instructional, X IRTP, W withdrawn free of tax, S soft top (superseding the "tab" in the definitions above). Example: 1FOX means a one-labelled instructional can which is IRTP.

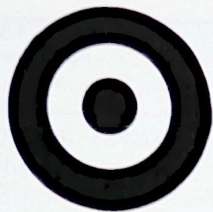
My goal in this endeavor is to have all defunct breweries listed in this form within a year. Then, we can catch up and try to keep up with operating plants in time for the 1983 composite. Can you help? Do you have complete information (with a reasonable degree of certainty) about a brewery or two? Write it up and send it in. Share your knowledge with the rest of your fellow collectors.

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00000640FROVIDENCE
00000650-----
00000660 THE JAMES HANLEY CO. (1835-1957)
00000670 31 Jackson St
00000680 HANLEY EXTRA DRY LAGER BEER 12 1 F 79-23 1253
00000681 A B C D E F G H
00000690 HANLEY EXTRA PALE ALE 12 1 F 79-20 1251
00000691
00000700 HANLEY PREMIUM EXPORT LAGER BEER 12 2 F 79-22 1254
00000701
00000710 HANLEY SELECT EXPORT LAGER BEER 12 2 F ----- Gold can
00000711
00000720 HANLEY SPECIAL **** ALE 12 2 F 79-21 1252
00000721
00000730 HANLEY'S EXTRA DRY LAGER BEER 12 1 KX ----- 323
00000731
00000740 HANLEY S EXTRA PALE ALE 12 1 CX 26-28 320 Lists NY distributor on label
00000741 HANLEY S EXTRA PALE ALE 12 1 CX 26-27 ---- No NY distributor
00000742 HANLEY S EXTRA PALE ALE 12 1 KX 38-13 321
00000743 HANLEY'S EXTRA PALE ALE 12 1 KX 38-12 322
00000744 HANLEY'S EXTRA PALE ALE 32 1 CX 156-14 929 Enamel paint, "Cap-Sealed" panel
00000745 HANLEY'S EXTRA PALE ALE 32 1 CX 156-14 929 Metallic paint, "Cap-Sealed" panel
00000746 HANLEY'S EXTRA PALE ALE 32 1 CX 156-14 929 Metallic paint, no "Cap-Sealed" panel
00000750-----

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## Bull's Eye

This column has nothing to do with Bull's Eye Beer! Its subject is advertising and publicity as it is related to targeting in on BCCA membership and chapter activities . . . a slight relationship to the brand of beer.

The purpose of this column is to discuss publicity for the BCCA at a chapter level for the preservation and growth of membership. With the level of interest in our hobby slowing down, it is even more important to stimulate a high degree of activity within local chapters to keep those collectors coming back. The BCCA offers a collector the benefit of regular local participation through chapter trade sessions. These trade sessions are the backbone of our hobby and with strong local support, we can keep the hobby thriving.

In the past six years, I've met many BCCA'ers who have made monumental contributions to the growth and success of their local chapters. In the first part of my "Bull's Eye" column, I'd like to zero in on the results of organized chapter efforts to publicize and advertise their trade sessions. In later issues, I'll share with you chapter success stories on planning trade sessions, social activities and ideas for raising money to fund chapter activities.

With a marginal amount of chapter effort, and practically no money, a chapter can publicize and advertise upcoming trade sessions to attract and keep new collectors.

For starters, many local radio stations will make free on-air announcements for local organizations. Give them a week's notice, and they'll be happy to announce your trade session at no charge. Your daily newspaper should have an "event" listing which they publish near the end of the week. It's as simple as a phone call to get a listing. If you have a weekly newspaper, they also will have an "event" listing and they are usually hungry for local meeting listings. They may even be willing to attend a trade session and do a feature on the hobby and your chapter.

Why not appoint a Publicity Director for your chapter who will coordinate the radio and newspaper

announcements.

Antique stores and inside flea markets are excellent outlets for publicizing your meeting dates. All you need to do is have your Publicity Director provide them with a flier or handbill that they can post in their shop. You might even get them to keep some of your chapter membership applications and newsletters on hand.

Your Publicity Director may want to act as your "good will ambassador" at the trade sessions, making sure a potential member meets other collectors. Be certain to get an address and phone number of the potential member so the Publicity Director can follow-up with a personal phone call prior to the next trade session.

It helps if you try to plan and schedule all your trade sessions for the entire year so that collectors can plan ahead to attend them. Don't make it difficult for someone to find out the time and place. If they have to call to ask, they won't! Once you've scheduled your meetings, stick to the schedule. If your treasury can handle the postage expense (12¢ per postcard), send out notices a week in advance to potential members.

Use the BCCA *News Report* to list your upcoming sessions in the Emporium of Opportunities column. Send the

full year's dates all at once with as much detail as possible . . . the date, time, location, trading fees, and list a local contact. The deadline is 7 weeks prior to the issue date, so to get in the September/October issue, the deadline would be July 15.

If you have an annual event or mini-convention, take advantage of advertising it in the BCCA *News Report*. The rates are very reasonable — \$15 per column inch. You can tell the entire BCCA membership about your event much cheaper than postage for mailing notices. And the publisher of the magazine will even typeset your ad at no charge as a special service to BCCA chapters. Deadlines are the same as the Emporium of Opportunity page.

Then, if your chapter has an extra \$10 or so, make up a flier on your mini-event which can be xeroxed or speed-printed and send a batch to surrounding chapters. Ask them to distribute the copies at their trade sessions. You've spent under \$50 for advertising and printing, and told 10,000 people about your event . . . and without the hassle of addressing and mailing!

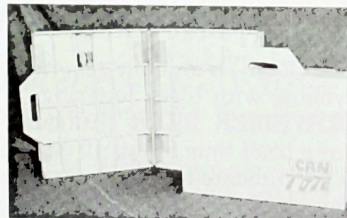
Happy collecting,  
Marcia Butterbaugh  
Publicity Chairman

## BCCA Can-Totes

Order your Can-Totes from BCCA in July or August 1981 and take advantage of our introductory offer.

For Members Only.

Expires August 31, 1981.



MINIMUM ORDER OF 3 — \$5.00 EACH POSTPAID (USA ONLY)  
(Regular price \$6.00 each, effective Sept. 1, 1981)

- Strong, portable display case with handles.
- Holds 48 cans in 12 oz. size; 36 cans in 16 oz. size.

Specify which size and send order to:

BCCA CAN-TOTES  
747 Merus Court  
Fenton, MO 63026

**Can-Tote Footnote:** If you live in the St. Louis area, we encourage you to pick up your Can-Totes at the BCCA office (8-5 Mon.-Fri.) if possible. Why? Because the government has determined that UPS cannot accept more than 5 packages per day for intrastate delivery within Missouri. That means there could be a backlog at times — mainly this summer. There is no limit to points outside of Missouri.



# Brand changes

By Jim McCoy #136  
Photos by Lew Cady #98

From time to time, brewers experiment with new can designs for their products for the purpose of creating greater appeal among beer-buying consumers. More often than not these prototype designs are quite closely guarded and are rarely ever seen by the general public. However, on occasion prototype cans do fall into the hands of collectors. Such is the case with six cans in this issue's column. In the case of HERMAN JOSEPH'S 1868 and ERLANGER, both breweries have held steadfast in their position that these two premium brands were meant to be sold in bottles only — largely to create the snob appeal that is necessary to market high ticket items. Even with this approach, it is interesting to note that both have toyed with several can design ideas in the event it becomes necessary to market their brews to a much broader audience. Who knows, maybe we'll be able to add one or both of these brands to our collections in the not-too-far-distant future.

**CORRECTION:** The BLATZ LIGHT can reported in the May-June issue (page 22) was inadvertently assigned BCCA code # CRN 35. This number had been previously used for another can, so the new number is CRN 36.

Thanks to the following members who contributed cans and information for this issue's column: Walter Herget (8900), Carl Roehr (19706), Gordy Durocher (13307), Charlie Craibe (7082), Chuck Nekvasil (525), Marcella Schinski (3715), Premium Mugrage (791), Al Kilburn (16207), Don Wampach (7901), Clint Leonhardt (1653), Peggy (10124) & Gene (2004) Migliori, Oscar Mehl (2573), David Reinhard (21234), Jack Kerr (10964), Jay Herbein (353), George Prince (12223), John Cressy, Jr. (3580), Kevin Furlong (16134), Jim Mehl (2879), Albert Immel (13551), Will Hartlep (3109), and Michael Pardue (22822).

1. **BEER** (Falstaff) is another variation of the growing batch of cans Falstaff is putting out for their general line. (FA 83)

2. **BEER** (Pearl) is another generic brew. The background color is yellow with black lettering. (PRL 89)

3. **BUDWEISER BEER** (Anheuser-Busch) was on the market for a brief time in this 10 oz. can. Notice the brewery locations are indicated on the lower portion of the can. This can is now obsolete having been replaced by the following can. (AB 76)

4. **BUDWEISER BEER** (Anheuser-Busch) has moved the brewery locations on their 10 oz. can to the side of the can and now shows just the brewery name on the lower portion of the can. (AB 77)



4 (AB 77)



5 (COR 18)



6 (PRL 90)



7 (PRL 91)



8 (DX 12)



9 (DX 13)



1 (FA 83)



2 (PRL 89)



3 (AB 76)



9 (side)



10 (SZ 62)



11 (HMN 119)



**BUDWEISER II BEER** (Anheuser-Busch) is being brewed and canned in the U.S., but marketed by Polarco Foods Corp., Stockholm, Sweden. It is sold in a 16 oz. aluminum can.

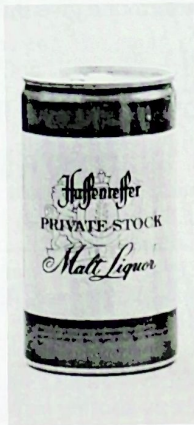
**BUDWEISER LIGHT BEER** (Anheuser-Busch) is reportedly being test-marketed in six areas around the country. The can has a metallic silver background rather than white.

5. **COORS LIGHT BEER** (Adolph Coors) is now being marketed in a 16 oz. aluminum can. (COR 18)

**COY INTERNATIONAL PRIVATE RESERVE BEER** (Pearl) has two more variations of their can. The first can



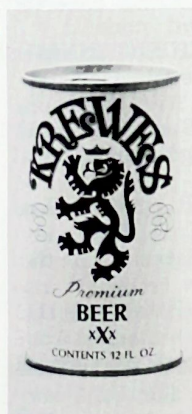
12 (RY 12)



13 (NRT 19)



14 (COR 19)



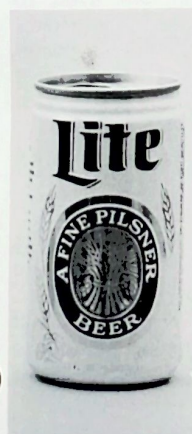
15 (RY 13)



16 (FA 84)



17 (PRL 92)



18 (MLR 44)



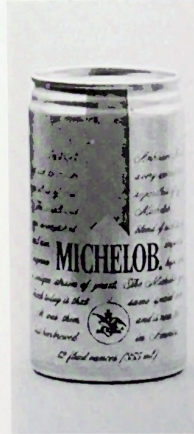
19 (MLR 45)



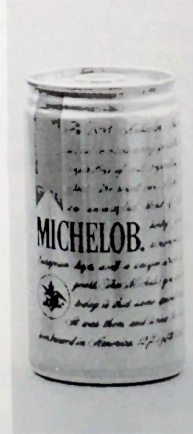
20 (AB 78)



21 (AB 79)



22 (AB 80)



23 (AB 81)

that was reported in the May/June NEWS REPORT (page 22, PRL 85) has no black outlining on the words COY INTERNATIONAL PRIVATE RESERVE BEER.

6. This can has the words COY INTERNATIONAL PRIVATE RESERVE BEER outlined in black. Also, the lions in the crest are different. (PRL 90)

7. On this can the crest is printed in green whereas the other two cans had the crests printed in black. (PRL 91)

8. **DIXIE BEER** (Dixie) is now out in a crimped steel can. (DX 12)

9. **DIXIE LIGHT LIGHT LIGHT BEER** (Dixie) now lists the calorie information on the side of the can. The contents information has been rearranged. (DX 13)

**DUBUQUE STAR BEER** (Jos. S. Pickett & Sons) is now back on the market in an aluminum can.

10. **ERLANGER CLASSIC 1893 BEER** (Jos. Schlitz) test cans were produced, but never contained beer. According to information supplied me, Schlitz management was not pleased with these cans as they wanted something unique in design to go along with the uniqueness of their bottle. Consequently, consumers are unlikely to see these cans in their neighborhood retail stores. (SZ 62)

11. **FALLS CITY LIGHT BEER** (G. Heileman) is another low calorie brew for weight watchers. This one comes in at 96 calories. (HMN 119)

12. **FISCHER'S OLD GERMAN STYLE BEER** (Royal) is now on the market by this brewery. The U.P.C. lines have been added to the can. (RY 12)

**GOETZ BEER** (Pearl) now shows brewery locations in both San Antonio and Galveston, Texas. Other Pearl products should follow suit.

**GRAIN BELT LIGHT BEER** (G. Heileman) is now on the market. Can there be many more brands around that haven't come out with a light variation?

13. **HAFFENREFFER PRIVATE STOCK MALT LIQUOR** (Narragansett) is back on the market in a green and white aluminum can. (NRT 19)

14. **HERMAN JOSEPH'S 1868 SPECIAL PREMIUM BEER** (Adolph Coors) made it to the test can stage, but current plans do not call for this product to be canned. (COR 19)

**JOHNNY DOLLAR'S SALOON AND DANCE HALL ONYO BEER** (Pittsburgh) is a private label beer made for J.D.S.A.D.H. And where does the name ONYO come from? Check out Will Hartlep's column in this issue for a complete explanation!

15. **KREWES PREMIUM BEER** (Royal) is now on the market by this brewery. Notice that the word Light has been dropped from the name. (RY 13)



16. **LIGHT BEER** (Falstaff). Yep, another one. (FA 84)  
 17. **LIGHT BEER** (Pearl) is the companion can to the generic beer shown earlier in this column. Background color is yellow. (PRL 92)

18. **LITE BEER** (Miller) is now being marketed in a double-neck aluminum can. (MLR 44)

19. **LOWENBRAU SPECIAL BEER** (Miller) is now being marketed in an aluminum can. (MLR 45)

**MICHELOB BEER** (Anheuser-Busch) produced a series of test cans for design purposes. According to information supplied me, very few of these cans now exist.

20. Similar to current can, but has stippled finish. (AB 78)

21. Ingredients and contents information appear on both sides of company crest near bottom of can. (AB 79)

22. Legend of MICHELOB's creation appears on can. (AB 80)

23. Legend of MICHELOB's creation appears on can in a totally different layout. (AB 81)

**NARRAGANSETT LAGER BEER** (Narragansett) was marketed for a short period of time in a 16 oz. aluminum can prior to a changeover to their current seamless steel can. (In the May-June issue I had mistakenly indicated the Falstaff can superseded the Narragansett can. It is the other way around according to information supplied by John Cressy, Jr., #3580.)

24. **NATURAL LIGHT BEER** (Anheuser-Busch) is being marketed in a 10 oz. aluminum can. (AB 82)

25. **OLD MILWAUKEE LIGHT PREMIUM BEER** (Jos. Schlitz) is now out in a 10 oz. aluminum can. (SZ 63)

**OLYMPIA BEER** (Olympia) has come up with a very attractive new design for their cans. Blue, orange and gold on a ivory colored background give this new design a much brighter appearance.

26. 12 oz. size. (OLY 26)

27. 16 oz. size. (OLY 27)

**PICKETT'S OF IOWA PREMIUM BEER** (Jos. S. Pickett & Sons) is now in an aluminum can.

28. **PLAIN LABEL LIGHT BEER** (Falstaff), mentioned in the January/February issue, shown this issue. (FA 85)

29. **SCHLITZ BEER** (Jos. Schlitz) has added 355ml to their contents information. (SZ 64)

30. **SCHMIDT BEER** (G. Heileman) added the "skier" scene to their aluminum can series. (HMN 120)

**SGA GOLD LABEL PREMIUM BEER** (Falstaff) is reported to be on the market by this brewery.

**SPIRIT OF DUBUQUE ROBERTS RIVER RIDES BEER** (Jos. S. Pickett & Sons) is another private label beer being sold in the Dubuque, Iowa, area.

**STEINBRAU PALE DRY LAGER BEER** (Falstaff) has made slight revisions in their can on the contents information.

31. **STENGER BREWERY SESQUICENTENNIAL BEER** (Jos. Huber) has added the word Beer to their can. (HBR 46)

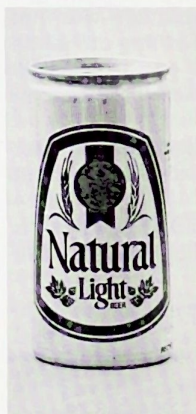
32. **TIME SAVER PREMIUM BEER** (James Hanley) is now in an aluminum can coming out of Galveston, Texas. (HAN 11)

33. **ULTRA LIGHT PREMIUM BEER** (Dubois) has added 355 ML to their extruded steel can. (DU 19)

34. **ULTRA LIGHT PREMIUM BEER** (Falstaff) is on the market by this brewery. (FA 86)

35. **ULTRA LIGHT PREMIUM BEER** (Pearl) is on the market by this brewery. (PRL 93)

**WIEDEMANN LIGHT BOHEMIAN SPECIAL BEER** (G. Heileman) is now on the market in an aluminum can.



24 (AB 82)



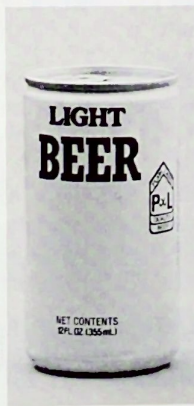
25 (SZ 63)



26 (OLY 26)



27 (OLY 27)



28 (FA 85)



29 (SZ 64)



30 (HMN 120)



31 (HBR 46)



32 (HAN 11)



33 (DU 19)



34 (FA 86)



35 (PRL 93)



# Here's What They Drink in Wisconsin

In Wisconsin, a state where people take their beer pretty seriously, a spirited battle has developed over "who's Number One." According to figures from the Wisconsin Wholesale Beer Distributors Assn., which appeared in the *Milwaukee Journal*, Pabst is still the state's favorite beer — but not by much. Pabst and Heileman are now neck-and-neck for the top spot.

The LaCrosse firm provided the state with 22% more beer last year than in 1979, while Pabst shipments within Wisconsin dropped 13%. If the shipping trends of the last quarter of 1980 continue, Heileman is sure to pass Pabst in 1981.

One of the reasons for Heileman's recent surge is the success of Old Style. Don Rice, a securities analyst for Blunt Ellis & Loewi, called Old Style the "new mystic" beer. He believes a reason for Heileman's success is its ads, which concentrate entirely on product quality rather than events that involve beer drinking.

Here is how they stack up in Wisconsin:

Brewer	Through Dec. 1980	Through Dec. 1979	% Change	Market Share
Pabst	1,481.4	1,715.5	- 13	28.87
Heileman	1,480.8	1,204.9	+22	28.86
Miller	728.4	607.7	+19	14.19
Anheuser- Busch	416.8	487.6	- 14	8.12
Schlitz	357.5	360.6	- 1	6.96
Stroh	249.7	262.4	- 4	4.86
Olympia	123.0	84.5	+45	2.39
Huber	94.9	82.9	+14	1.85
Leinenkugel	59.4	62.1	- 3	1.16
Stevens Point	50.1	44.9	+11	0.97
Walters	37.8	32.9	+14	0.73
Others	49.8	59.6	- 16.5	0.97
<b>Totals</b>	<b>5,130.4</b>	<b>5,005.6</b>		

\*In Thousands of Barrels

## Meeting of the board

### February Highlights

- The last number issued was 22922. We have 7,144 active members.
- Chapter Report: There are 98 active chapters.
- Convention Report: Jack Turner announced that room rates at the Conrad Hilton Hotel in Chicago will be \$31 for a single, \$38 for a double, plus 9.1% tax. Ron Jones displayed two can designs for the 1981 Convention can. One is for a three-piece steel can and the other for an aluminum can, whichever we can get. American Can Co. will produce the 1981 can. Steve DeBellis will contact the Pickett Brewing Co. to see if they will host or donate any beer for the 1981 Convention.
- Roster: Bob Dean made a motion to have the names, addresses and phone numbers of the officers and board members listed on the inside front cover of the new roster. Passed by a voice vote.

### March Highlights

- The last number issued was #23022. We now have 7,440 active members.
- Secretary's Report: A correction from last month's minutes was accepted. The number of active chapters should have read 100.
- Chapter Report: Chapter renewals have been completed and ballots have been sent to the chapters for collector

and can of the year. Also, the 101st chapter was accepted for membership: The Champagne Velvet Chapter of Terre Haute, Ind. President, Wayne Bower #19558, and Vice President Chris Jones #22377.

• Roster: Herb Schwarz reported that delays in sending out the 1981 roster have been caused by our labeling service.

• A motion was made that officers in the future be elected for two-year terms, as well as extending the 50-mile radius around St. Louis from which officers may reside. It was decided to have a special meeting the Friday night prior to the Swap-A-Rama in June to discuss these items.

### April Highlights

- The last number issued was 23,110. We have 7,579 active members.
- Convention: The CRAC Committee approved the 1985 Convention bids from four chapters: Tidewater-Champale, Virginia Beach, Va.; Cornhusker, Omaha, Neb.; Cascade, Portland, Ore.; and Sunshine, Orlando, Fla.
- Want Ads: A member suggested opening the want ads to more than one ad per issue. It was moved and passed that members may place more than one ad in a particular issue of the want ads, but only in different categories and as space permits.
- Librarian: Steve DeBellis reported

that the club's library will be receiving a press kit from the Pickett Brewery about the movie "Take This Job and Shove It."

• Old Business: The Hudepohl Brewery had its Can of the Year stolen and asked the club if we could replace it. It was moved and seconded to do so.

### May Highlights

- The last number issued was 23,171. We have 7,651 active members.
- Chapter Report: A motion was made to accept a change in the name from Sunshine Chapter to Gator Traders. Seconded and passed by a voice vote.
- Librarian Steve DeBellis was in Dubuque to see the opening of Pickett's movie, "Take This Job and Shove It."
- Can Totes: In order to finance the Can Tote acquisition on a cash basis, it is necessary for the club's regular fund to borrow \$11,000 from the Convention fund. Repayment will be made in two equal installments of \$5,500 on June 30, 1983 and 1984.





# Emporium

Before y'all read this, I want you to know that if there's any errors, it's not totally my fault. While the pregnant one is at a Tupperware Party, I'm nursing a Liebotschaner Cream Ale headache, and also trying to babysit for a 5 year old who wants to go outside, but can't because it's raining.

As you read this, it's only 6 weeks to BABY DAY! Finally finished converting the Beer Room into a nursery. The 1,000 cans I left up look kinda funny framed in yellow paint and Raggedy Ann & Andy Wallpaper. We've also chosen the names. Since we're both basically lazy, we simplified matters and decided on Aaron if it's a boy, and Erin if it's a girl. (the middle names will either be Christopher or Elizabeth)

In May I had to go to Fairmont, WV for a week long Banker's School, and I took one nite and drove to Morgantown to see Jim Romine, #19904, and his lovely bride Roberta. In the 2 hours I was there, I gained 10 lbs on Roberta's world famous Lasagne, and what seemed to be an endless supply of SCHOENLING BIG JUGS. (I love that name.) Jim also took me to a carry out where I stocked up on STEGMAIER & LIEBOTSCHANER CREAM ALE; which leads me to the BEER OF THE ISSUE. Although I'm very fond of Ale, cream ale, porter, & bock, I'm sorry to say I just didn't care for The L. CREAM ALE. It didn't taste anything like my favorite cream ale, GENESEE, and its second mistake was giving me a headache after only 3. I'll probably upset the good people of The Lion, Inc., and Wilkes-Barre, PA, but on my scale of 1 (Malt Duck) to 10 (Hudepohl, Genesee Cream Ale, & Old Cloudy) I rate it a 3 (even if I didn't get a headache from it, I couldn't go more than 3.1) One good point, though — the can was different.

Wanna thank everybody for the nice letters I got this time. Got a real nice one from Jack Isaacson, #1213, but that's not rare; Any time I get a letter from Jack, he's always got some nice things to say.

I also wanna apologize to Arnold Driscoll, #14011 for taking so long to send him his case of cans. Hang in there Arnold, I haven't forgotten you.

Well, now's a good a time as any to get this thing started; my headache's easing a bit, and Lisa wants to go watch Little House on the Prairie, so, here we go again —

- July 19 **Golden State**; All info TBA; Larry Cummings, #10787.
- July 19 **Bluff City**; Alton, IL; Bob Childers, #4639, 618/667-9236.
- July 19 **Richbrau**; Staunton, VA, VFW Home; Wayne Clements, #10426, 703/886-5997 or Charlie Knight, 703/886-0413.
- July 19 **Valley of the Flowers**; Florissant, MO, St. Ferdinand Park, 1-3 PM; C.R. Schwend, #16601.
- July 19 **Olde Frothingslosh**; Allison Park, PA, North Hampton Volunteer Fire Hall, Behind Eat & Park Restaurant on Rt. 8, near PA Turnpike Exit #4, 10-4; Clyde L. Moyes, #14761.
- July 19 **North Star**; Minneapolis, MN; Trade session in association with Minneapolis Aquatennial at Thomas Beach on Lake Calhoun, 9 AM-?. Please arrive early as parking is severely limited; Jack Isaacson, #1213.

- July 25 **Badger Bunch**; Little Suamico, WI, 7TH ANNUAL OUTING AT HERMES GEANO BEACH, 9-4; Arnie Schmidt, #328.
- July 25 **Simon Pure**; Buffalo, NY, 8th ANNUAL SUPERSWAP; Indoor session at Ellwood Fire Hall, 1000 Englewood Ave. Free beer & soda, food available, commemorative can & more!! Info & map — Dick Rausche, #526. Outside New York State, call 1-800-828-1801, ask for Bob.
- July 25 **Lone Star**; Possum Creek Inn, Theon, TX; somewhere near Austin, Noon; John Zembo, #567 or Tom Harrison, #10173.
- July 25-26 **Schell's Border Batch**; 3RD ANNUAL CAMPOUT SESSION at Daly Park, Mapleton, MN; Camping & Fun — 25th; Trade session — 26th; Alfred Rabenhorst, #8607.
- July 26 **Prison City**; Joliet, IL, Belmont Athletic Club; Jim Mitchell, #1546 or Bob Scheidt, #8949.
- July 26 **49er**; Santa Clara, CA; Warren Hardaker, #696
- July 31 **Heart of Illinois**; Peoria Heights, IL, 7:15-11 PM; Pabst Brewing Co. Hospitality Room; Kevin Doran #6453.
- July 31-Aug. 2 **Three Rivers**; Ft. Wayne, IN, Hanley Hotel, I-69 & Ind. 1, 5TH ANNUAL HOOSIER HOSPITALITY WEEKEND; Fri nite hospitality room; Leroy Art, #6270 or Al Brand, #1336.
- Aug. 1 **Cowboy**; Cheyenne, WY, COWBOY CHAPTER TRADE SESSION & RODENT BUFFET, High Noon, FREE BEER & food; Exact location TBA; Jeffrey Robert Berg, I — #799.
- Aug. 1 **Home Run**; San Juan, Puerto Rico, CERVEZA CAPER, Numero Dos; George Baley, #4262.
- Aug. 2 **Grand Prize**; Houston, TX, Memorial Park, Noon; Rod MacDonald, #15509.
- Aug. 2 **Tidewater-Champale**; Va Beach, VA, Little Creek CPO Club, located 1 mile W. of Chesapeake Bay Bridge tunnel. Enter main gate on Shore Dr. (Rt. 60) 10 AM. Now wouldn't this make a nice vacation?! Richard Revolinsky #15760.
- Aug. 7 **FINAL REMINDER BEFORE YOURS TRULY'S 30TH BIRTHDAY.**
- Aug. 8 **Officer Suds**; West End Brewery, Utica, NY; Tom Miller #14923.
- Aug. 7-9 **Westmont Stroh's, Windy City & Prison City**; Large campout, location TBA; Dick Johnson, #9492 (really nice of all these guys to have this triple sponsored trade session & campout in honor of my birthday; THANKS GUYS!)



Aug. 8 **Sunshine**; Bradenton, FL; Jerry Loer, #3474.

Aug. 8 5 St. Louis Chapters combined trade session, sponsored by the **Valley of the Flowers** Chapter; Kit Hall, #166, 314/521-9414.

Aug. 8 **Knickerbocker**; Port Jefferson Station, L.I. NY; **UNCLE ERNIE OEST'S**, 4TH ANNUAL PIC-KNIC; Ken Kaiser, #3793, 212/238-4513 or John Shemorry, #13806, 212/860-3858.

Aug. 8 **Jax**; Jacksonville, FL; Mike Noble, #13543.

Aug. 9 **KC's Best**; Kansas City, MO, Minor Park. Convention training session; preparation for Chicago Convention. Bring extra beer, don't sleep the nite before, don't shower for at least 2 days prior to the session & don't eat for 24 hours so you can pig-out on pizza following the trade session; Sue Bolen, #17394.

Aug. 9 **Hawkeye**; Marshalltown, IA, Fairgrounds; Lyman Beebe, #5427.

Aug. 9 **Johnny Appleseed**; Loudonville, OH, 7TH ANNUAL WHERE IN THE HELL IS LOUDONVILLE ? TRADE SESSION; Big raffle, food, games, & a good chance of a keg of beer this year; Bill Heichel, #3635.

Aug. 15 **Cape Cod**; N. Pembroke, MA; Ralph Collins, #14826.

Aug. 16 **Sangamon Valley**; Decatur, IL; Rick Garner, #12218 or Kent Newton, #7100.

Aug. 16 **49er**; South Lake Tahoe, CA, **OLLIE'S TRADE**; Warren Hardaker, #696 or Ollie Oliver, #2514.

Aug. 16 **McDonnell Douglas**; St. Louis County, MO, Sioux Passage Park, 1-3 PM; Jimx Reed, #5027.

Aug. 16 **Packer**; Green Bay, WI, 5TH ANNUAL CHAPTER PICNIC & TRADE SESSION AT ASHWAUBOMAY PARK. Swimming, beer, soda etc.; Pete Vann, #1134, 414/499-6061.

Aug. 16 **Schell's Border Batch & North Star**; New Ulm, MN; Sunday trade session in Flandreu State Park; possible Sat. nite party; Butz Palmer, #587.

Aug. 22 **Yankee**; Glen Falls, NY; FALL TRADE SESSION; Mike Fish, #12688 or Frank LaDeau, #1575.

Aug. 23 **Aztec & Golden State**; Escondido, CA; Larry Cummings, #10787.

Aug. 23 **North Star**; South St. Paul, MN, Lorraine Park; Jerry Kalla, #14182.

Aug. ? **Coal Cracker**; Daleville, PA, Covington Fairgrounds; Dave Thomas, #9777.

Aug. ? **Horlacher**; 5TH ANNUAL HORLACHER WEEKENDER SHOW; Info TBA; Larry Handy, #947.

Sept. 2 **BABY DAY!!!!** (give or take a week)

## Sept. 10-13 CANVENTION XI IN CHICAGO

Sept. 10 **2ND ANNUAL KIT HALL CRIBBAGE TOURNAMENT**, Hilton Hotel at Convention XI; Kit Hall, #166.

Sept. 13 **Road Runner**; Bakersfield, CA; Gary Pugh, #17190.

Sept. 19 **Cape Cod**; N. Pembroke, MA; Ralph Collins, #14826.

Sept. 19 **Lone Star**; Academy, TX (near Temple); S.P.J.S.T. Hall, High Noon; John Zembo, #567, 512/259-0219.

Sept. 26 **Rebel**; Atlanta, GA, Annual election of officers & 2ND REBEL SWAPFEST; Ernie Snyder, #22489 or Ray Stone, #5392.

Sept. 27 **Sangamon Valley**; Beardstown, IL, 12-4; Herman Ashcraft, #15422 or Bill King, #6665.

Sept. 27 **Valley of the Flowers**; Florissant, MO, St. Ferdinand Park, 1-4, C.R. Schwend, #16601.

Sept. 27 **Olde Frothingslosh**; Pittsburgh, PA, Silent Brook Grove, South Park, 10-4; Clyde L. Moyes, #14761.

Oct. 3 **North Star**; Bloomington, MN, Everett McClay VFW Post, 10-3; Jack Isacson, #1213.

Oct. 4 **McDonnell Douglas**; St. Louis County, MO, Sioux Passage Park, 1-3; C.R. Schwend, #16601.

Oct. 4 **Lake Erie**; Cleveland, OH, Euclid Community Center; Marcia E. Sticht, #460 or Tom Carney, #13455.

Oct. 4 **Grand Prize**; Houston, TX, Memorial Park, Noon, Rod MacDonald, #15509.

Oct. 4 **Golden State**; Info TBA; Larry Cummings, #10787.

Oct. 4 **Congress**; Syracuse, NY, NYS Fairgrounds, 7TH ANNUAL OCTOBER INSANITY; Details Later; Bill Purcell, #20900.

Oct. 4 **Heart of Illinois**; Barry, IL, Apple Festival Grounds, noon-4; Frank Westhoff, #1329.

Oct. 10 **Cape Cod**; Northampton, MA, Ye Ole' Watering Hole, 10-5; Ralph Collins, #14826.

Oct. 10 **49er**; Oakland, CA; Warren Hardaker, #696.

Oct. 10 **Jax**; Jacksonville, FL; Mike Noble, #13543.

Oct. 11 **Westmont Stroh's**; Westmont, IL, Union Hall, 12 West Ogden Ave., 10-3; Dick Johnson, #9492

Please send all trade session info to:

Mark C. Ferguson, #5836  
1131 Ralston Ave.  
Barboursville, WV 25504

304/736-9394



# Book review

By Dennis Gordon #520

## A Price Guide to Beer Advertising

### Openers and Corkscrews

by Donald A. Bull BCCA #17210

P.O. Box 106

Trumbull, CT 06611

\$5.00 plus \$1.00 postage and handling

*"Combination can piercer and handle by Handy Walden Co. Fits 12 oz. can The 'Can Handle' was manufactured in 1960 for the Rheingold Brewing Co. by the Handy Walden Co. The order called for one half million at a cost of 8 cents each. The production run was made and the samples were distributed. In a very short time the police department realized the danger of the can handle as a weapon and asked the Handy Walden Co. to discontinue its manufacture. According to Elliot Baritz of Handy Walden almost one half million of the openers were poured into the foundation of one of Rheingold's construction projects."*

In today's modern age opening a beer is a relatively simple task requiring only the twisting of a bottle cap or the popping of a can top. The historical development of beer openers is an interesting subject beginning with corkscrews used to open the early cork-sealed bottles prior to the com-

## A PRICE GUIDE TO BEER ADVERTISING OPENERS AND CORKSCREWS by Donald Bull

If you're interested in one of the hottest collectables around today, you must have this book. Over 400 different types of beer advertising openers and corkscrews are pictured. Includes current values, historical background, and patent data.

Price: \$5.00 plus \$1.00 postage.  
Mail order to: Donald Bull  
P.O. Box 106  
Trumbull, CT 06611

Other publications still available:  
THE REGISTER OF UNITED STATES  
BREWRIES 1876-1976, VOLUMES I & II.  
Listings of 5858 breweries of the period  
with out of business dates. \$14.00/set  
BEER ADVERTISING OPENERS — A PIC-  
TORIAL GUIDE — photos of over 200  
types of openers, identification guide,  
and 3000 openers catalogued by type.  
\$7.00

mercial acceptance in the 1890's of the crown top.

Following the introduction of the bottle crown (as the usual metal bottle caps are properly known) there appeared a wide variety of openers which were often combined with other useful implements. Thus, beer bottle openers were combined with paint can top lifters, ice picks, wire breakers, fish knives, pencils, and, of course, can openers.

The format of the book is interesting and easy to follow in that openers are arranged in 26 categories, each given a letter designation and every opener in each category is assigned a number for easy reference. Each photograph is accompanied by a brief note which may include such information as the manufacturers name, means of operation (not always obvious today), a note about the brewer, or anything else noteworthy. Technological improvements are at times discussed in greater detail to make the book all the more interesting.

In sum, this book offers a wealth of information and photographs on the subject of the tools used for getting our beloved beverage out of its container.

## All About Beer

All About Beer is published by the organization Beer Drinkers International. Single copies are available for 75¢ each plus 50¢ for postage and handling. Annual membership is \$12.95 including a subscription to AAB, a boxful of beer drinkers ephemera, membership card, badge, certificate, foreign and American coasters, beer rating sheets, bottle opener, choice of tankard or embroidered patch, bumper stickers, etc., etc.

Beer Drinkers International, Inc.

P.O. Box 372

Calabasas, CA 91302

Yeah, this monthly newsletter is all about beer. No doubt about it: drinking it, cooking with it, brewing it, stories about colorful drinkers, and notable places to consume it.

Each issue has an illustrated feature entitled "A Schooner of Brew News" in which members (who, by the way, have numbers like we of BCCA do) tell of favorite taverns and other special discoveries. One note describes a beer can collection on display in the River City Saloon in Idaho Falls.

Those who like variety in their guzzling will like their listing of stores and restaurants with particularly large

selections; one mug is shown for every 25 brands carried. Amazing, but there are establishments receiving 4 and 5 mugs! Beer can articles have appeared including some good ones about BCCA so we should be nice to these guys. The ad section is worth reading and there are even a few for cans.

No mention of AAB would be complete without mention of the centerfold. What Playboy has done with women these people have done with beer. That's right — they recently had a large full color (nude00) pull out photo of a nice juicy cold glass of beer for a centerfold.

If you want to know all about beer each month this is the place to read it.

## Colorful Brewer Dies

Nicholas Van Dyke, 61, who operated the Van Dyke Brewing Co. in St. Charles, Mo., died recently of a heart attack. In March 1967, Van Dyke opened his brewery in the old Fischback Brewing Co. plant, 300 Water St.

Advertising for the small plant — 200 barrels a day — stressed its newness and smallness and even said nice things about its competitors, according to the *St. Louis Globe-Democrat*.

Anheuser-Busch ads at the time were stressing "A pair of six-packs," and Van Dyke urged "If you want a second pair, please make it Budweiser . . . We just don't have enough to go around."

The company pleaded to have at least one bottle of its brew in vendor containers at Busch Stadium, then brought chuckles when it asked to be relieved during hot doubleheaders because that would "wipe out" its beer supply.

After pouring more than \$750,000 into the brewery, Van Dyke closed his operation in 1969.

## Cans from Eastern

Three cans marked by Eastern Brewing Corp. overseas are being offered for sale to BCCA members, according to Thomas J. Fatato, Eastern's Secretary and General Manager. The three brands are Milwaukee Premium Beer, Tri-Star Non-Alcoholic Beverage, and Topper Non-Alcoholic American Malt Tonic.

Cans are available in case lots at \$5 per case. Send orders to Eastern Brewing Corp., 334 N. Washington St., Hammonton, NJ 08037.



#### **4. Board of Directors**

4.01. Meetings of the Board of Directors shall be held at such place as may be designated from time to time by resolution of the Board of Directors. Board meetings shall be open to all members in good standing.

4.02. Meetings of the Board of Directors shall be held upon call of the President, or any two (2) other officers, or pursuant to order of the Board, and notice of special meetings of the Board shall be given to all directors either verbally or in writing, at least seven (7) days before the meeting.

4.03. Six (6) directors shall constitute a quorum at a meeting of the Board of Directors for the transaction of business. If a quorum be not present at any meeting of the Board, those directors present may adjourn the meeting from time to time without notice other than announcement at the meeting, until a quorum be present.

4.04. Any action which is required to be or any be taken at a meeting of the Board of Directors may be taken without a meeting if consents in writing, setting forth the action so taken, are signed by all of the directors. The consents shall have the same force and effect as a unanimous vote at a meeting duly held, and shall be filed by the Secretary with the minutes of Board of Director meetings.

4.05. Directors must be members in good standing, and at least seven (7) of the directors shall reside within fifty (50) miles of the national headquarters. Separate ballots may be used for voting on directors as may be necessary to effectuate said residence requirement.

4.06. If a director who resides within fifty (50) miles of the national headquarters, shall fail to attend three (3) successive meetings of the Board of Directors, he shall be subject to removal from his position as director by resolution of the Board of Directors.

#### **5. Officers**

5.01. The President shall preside at all meetings of members and the Board of Directors and shall perform all duties generally associated with such office. He shall appoint the Chairman and members of all committees with the approval of the Board of Directors and shall serve as an ex-officio member of all committees.

5.02. The Vice President shall, in the absence of the President, perform the duties of that officer, and further, the Vice President shall perform such other duties as may be assigned to him by the President or the Board of Directors. In addition, the Vice President shall serve as governor of recognized chapters.

5.03. The Secretary shall record and keep the minutes of all meetings of members and the Board of Directors, and further, shall maintain the roster of members and give notices of meetings as required by the Constitution and By-Laws. In addition, the Secretary shall perform such other duties as may be assigned to him by the President or the Board of Directors.

5.04. The Treasurer shall be custodian of all funds of the organization and shall deposit or keep the same in such banks or depositories as the Board of Directors may direct. He shall submit financial reports of income and expenditures to the Board of Directors from time to time as requested by the Board of Directors, but not less frequently than quarterly. In addition, the Treasurer shall perform such other duties as may be assigned to him by the President or the Board of Directors.

5.05. The persons serving as President or Vice President shall not be eligible to succeed themselves in their respective offices, provided, however, in the event a President or Vice President is elected to fill an unexpired term, he may be elected to succeed himself for one (1) full term.

5.06. Each officer who is authorized to draw checks, or to withdraw funds from any checking or savings account of the organization, shall be bonded in such manner and amount as the Board of Directors shall from time to time consider appropriate.

#### **6. Nominating Committee**

6.01. The President shall appoint a nominating committee of at least five (5) members, with the approval of the Board of Directors, not less than ninety (90) days prior to each Convention.

6.02. The nominating committee shall submit the names of at least seven (7) nominees to serve as directors to the Board of Directors at a meeting of the Board held prior to the Convention, and then, unless the committee's report is disapproved by the Board of Directors, said nominees shall be submitted to the members for election at the Convention. If practicable, the committee shall obtain written consent of the nominees to serve prior to the election.

6.03. Additional persons may be nominated at the convention from the floor prior to the close of nominations.

#### **7. No Compensation for Officers and Directors**

7.01. No officer or director shall receive compensation for any service he performs for the organization.

#### **8. Committees**

8.01. The Board of Directors shall determine the committees necessary or appropriate in connection with administration of the organization. The President shall appoint the Chairman and members of all committees, with the approval of the Board of Directors.

#### **9. Publications**

9.01. The Beer Can Collectors of America News Report, the Want Ad Bulletin and the Membership Roster shall be the official publications of the organization and shall be mailed to all members.

9.02. The Board of Directors shall appoint editors of the official publications, who shall serve during the pleasure of the Board.

9.03. The official publications of the organization shall be furnished to members for their personal use only as members of the organization. A member shall be subject to having his membership revoked if he gives, loans, sells or barters a Membership Roster or Want Ad Bulletin or a copy of all or part of either, or offers to do so, to any non-member, or if he uses an official publication for the purpose of making a general solicitation to buy or sell anything.

#### **10. Official Slogan, Motto and Logo**

10.01. The official slogan of the organization shall be: "Don't kick the can."

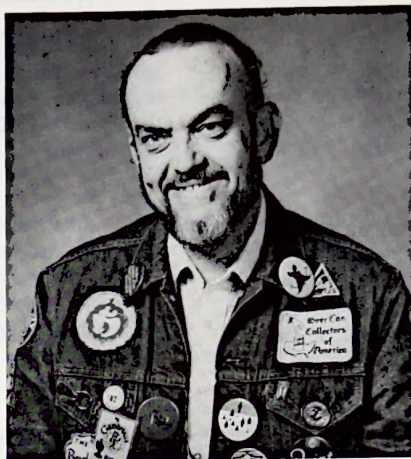
10.02. The official motto of the organization shall be: "Beer cans are beautiful."



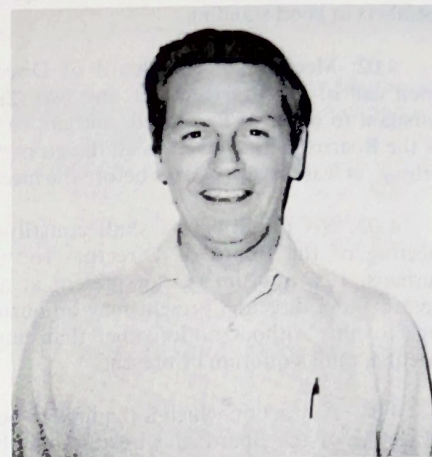
## Collector of the Year



**MARCIA BUTTERBAUGH #6560**  
Marcia Butterbaugh #6560, Westwood, Ks. Marcia was Convention Chairman for Convention IX and is presently BCCA Publicity Chairman.



**BOB McCLURE #104**  
Bob McClure #104, Columbus, Ohio. Bob is a past BCCA board member, past president of the Gambrinus Chapter and presently the Want Ad Bulletin editor.



**RON JONES #1236**  
Ron Jones #1236, Elk Grove Village, Ill. Ron is correspondent for the Windy City Chapter and is presently Convention Chairman for Convention XI.

## Can of the Year



**IRON CITY RENAISSANCE II**

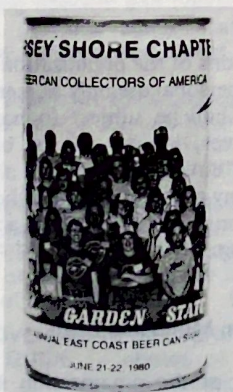


**MAGNUM MALT LIQUOR**



**SCHELL'S DEER BRAND**

## Special Occasion Can or Set



**BILOW JERSEY SHORE CHAPTER**



**CASEY'S LAGER**



# Chicago '81

## Why an Award for Can of the Year?

In the spring of 1972, in preparation for the second annual Convention, the BCCA awards committee met to determine what awards should be given out at future annual Conventions.

In addition to the "Collector of the Year Award" described below, one award decided upon at this meeting was the "Can of the Year Award." This award was designed to honor "the best designed beer can cur-

rently on the market."

It was hoped that by honoring a brewery with this award, other breweries might take a close look at the attractiveness (or unattractiveness) of their current design(s). Thus it was hoped to improve the quality and quantity of those cans available for collecting.

Please keep this criteria in mind when voting for this year's "Can of the Year."

## What Is Collector of the Year?

For nine years now, the membership of the BCCA has been selecting an annual "Collector of the Year." And undoubtedly, many newer collectors, as well as long-time members, have not been made aware of any criteria for making this important selection.

Contrary to what many people think, "Collector of the Year" should not be chosen on the basis of who has the most impressive can collection, or who has the most artistic or innovative display.

Instead "Collector of the Year" was initiated for one purpose — to honor that BCCA member who, during the past year, has done the most to further the goals and ideals of the BCCA and collecting in general.

We realize that the three candidates selected each year are not known personally by every club member. But the brief descriptions of each candidate on the preceding page provide some background into what contributions each person has made to the club.

The Ten Year History of the BCCA, which was published in the May-June 1980 issue of the *News Report* should provide even more information on this year's worthy candidates.

So as you vote for "Collector of the Year," ask yourself who has done the most for your club — and vote accordingly.

---

### BALLOT

For Collector of the Year \_\_\_\_\_

For Can of the Year \_\_\_\_\_

For Special Occasion Can or Set \_\_\_\_\_

Votes must be received by September 1, 1981

Name \_\_\_\_\_ BCCA No. \_\_\_\_\_

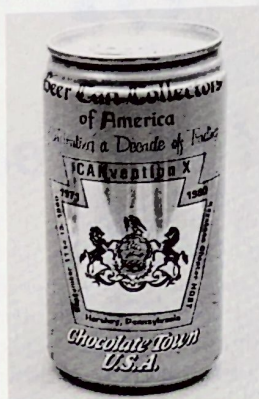
Mail your ballot to:

Bud Sucher #3247  
710 Crab Apple Lane  
Florissant, MO 63031



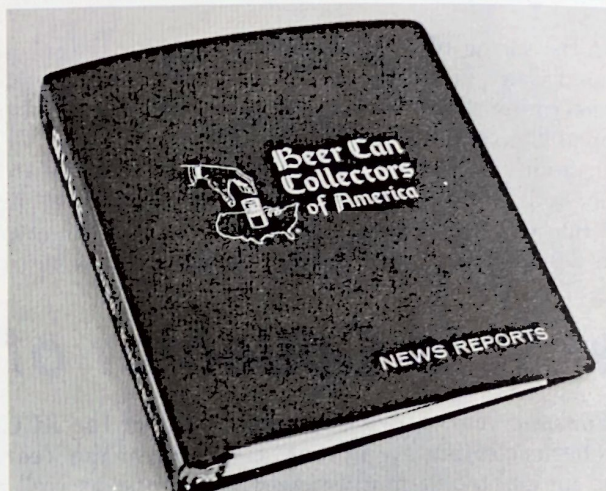
# SUPPLY CORNER

**CANVENTION X  
COMMEMORATIVE CAN**  
The official can available  
only to those members who  
did not receive one at the  
National Convention. \$3.00  
each. (Limit one per mem-  
ber.)



## NEWS REPORT 3-RING BINDERS

A handy and convenient way to save your back copies  
of the BCCA News Report. These sturdy, bright red  
binders have the BCCA logo on the front, and the  
club's name down the spine. 2 binders for \$7.00, or 3  
for \$10.00.



**BCCA IRON-ON.** Make  
your own T-Shirt on your  
favorite fabric and color  
with the official BCCA Iron-  
On. Design comes in black  
and red, 10"x10", for \$1.00  
each, postpaid.



All prices include postage and handling.

Mail your check (no cash) to:

**BEER CAN COLLECTORS OF AMERICA**  
Attn: Supplies Chairman  
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Fenton, Missouri 63026

Checks should be made out to **BEER CAN  
COLLECTORS OF AMERICA.**  
Allow four weeks for delivery.

ITEM	QUANTITY
BCCA Belt Buckle, \$3.50 ea.	_____
BCCA Iron-On, \$1.00 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Can, \$4.00 ea.	_____
Guide to U.S. Beer Cans & The Beer Can, \$9.00 for both	_____
<b>Convention X Can, \$3.00 ea.</b> (Limit one per member)	_____
News Report 3-ring binders, 2 for \$7.00, 3 for \$10.00	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____
10th Anniversary T-shirt, \$5.00	_____
10th Anniversary Patch, \$2.00	_____
Bumper Stickers, 3 for \$2.00, 75¢ ea.	_____
BCCA Leather Key Ring, \$1.50	_____
BCCA Leather Can Holder, 1 for \$3.00, 2 for \$5.00	_____
Stationery Stickers, \$5.50 per roll \$1.00 per 100	_____
BCCA Can Totes, \$5.00 each, minimum order 3. (Expires August 31, 1981.)	_____

**BACK ISSUES OF NEWS REPORT.** All back issues are  
available to members, 1971, 1972, 1973 issues are 50¢  
each. 1974 to present are \$1 each.

## CIRCLE ISSUES WANTED

1971 — Mar, Jun, Sep, Dec  
1972 — Mar, Jun, Sep, Dec  
1973 — Jan, Mar, May, Jul, Sep, Nov  
1974 — Jan, Mar, May, Jul, Sep, Nov  
1975 — Jan, Mar, May, Jul, Sep, Nov  
1976 — Jan, Mar, May, Jul, Sep, Nov  
1977 — Jan, Mar, May, Jul, Sep, Nov  
1978 — Jan, Mar, May, Jul, Sep, Nov  
1979 — Jan, Mar, May, Jul, Sep, Nov  
1980 — Jan, Mar, May, Jul, Sep, Nov  
1981 — Jan, Mar, May,

## ORDER COMPLETE BACK ISSUES BY SETS IN BINDER

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(1975 and Jan, Mar, May 1976)  
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\_\_\_\_\_ Volume #4 — \$10.00  
(1978 and Jan, Mar, May 1979)  
\_\_\_\_\_ Volume #5 — \$10.00  
(Jul, Sep, Nov 1979 and 1980)

NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
BCCA# \_\_\_\_\_ AMT. ENCLOSED \$ \_\_\_\_\_



# Down in the dumps

By Pete Johnson #15082

I thought that this time around I'd address one of the most important aspects of dumping: cleaning cans. After all, it is quite an art to take a terribly rusted cylindrical shell and turn it into a thing of beauty.

Ron Greenblatt #1875 sent me some good information on the use of oxalic acid. First of all, this is the most important thing to remember when using acid: use extreme caution. When mixing your solution, do it in a well-ventilated room and try to avoid inhaling the fumes. Avoid any contact with skin, and wash up carefully if you should happen to spill any. Also, heed any warnings on your container. Ron tells me that he mixes one ounce of acid with about one quart of water (or a little more than a quart). The hotter the water you use, the more effective the mixture will be. Two words of caution about using very hot water. First, this creates even more dangerous fumes, so use with caution in a very well-ventilated area. Second, check your cans frequently when using hot water, because this will work much faster.

Ron also tells me that oxalic acid can indeed fade the colors on some cans, particularly if the can is already starting to fade or the paint is bubbling or flaking. Once again, it seems that hot water will cause fading more so than cold, so check your cans frequently. Once your cans are finished, wash them thoroughly and use a toothbrush (preferably one with soft bristles) to help you scrub them and clean them up a bit. Once your can is very clean, any of the clear plastic sprays will keep it from spotting and re-rusting. However, once again, be sure not to use sprays until the can is properly cleaned, because the clear plastic is not easy to remove.

An alternative to messing with the oxalic acid is to use lemon juice in water. I use this method exclusively and I've had pretty good results. Lemon juice works much slower than oxalic, and therefore is probably more expensive to use. However, it does have the big advantage of not having to work with a very dangerous chemical like oxalic acid. I usually mix about one part lemon juice with ten parts water, but any mixture will probably work out all right. Also, add a little salt into the solution. Lemon juice requires great patience, but if you're willing to give it time it will eventually clean off

a lot of rust about as well as acid. One problem, though, is that it starts to pit cans that have been left in a long time, so remove any can if you see pitting starting to take place.

Also, one more tip from Ron Greenblatt on dent removal: Ron uses a hand-held can opener, the type with a bottle opener on one side and a ball at the other. The ball-shaped end can be inserted into the can to pop out the dent without removing tops and bottoms.

From Dick Adamowicz #344: Mr. Dump himself! Some good tips on where (and where not) to look for dumps: Remember that you need to be somewhere where people have been in the past. Don't go so far out in the wilderness that no one has been there before you to dump anything. Hilly terrain is better for dumping than flat land, especially steep banks going away from a road. Remember that "No Dumping" signs are usually put up where people have already dumped before, so check them out. If you find that a dumping area has been covered up, check along the ends to see if they have been left. Of course, the best times to go are early spring and late fall when the foliage is not so bad. Dick also adds that spraying a can is a good idea, but once again only after it has been properly cleaned. Don't use anything too glossy or it will stick out like the ol' sore thumb. Even after you wash a can after cleaning with baking soda to neutralize the acid, air and humidity will begin to affect it in time, so it's a good idea to spray and protect the can.

From Larry Levine #21774: Larry had the misfortune to leave some cans in his basement and had them thrown out by his mother. I guess if they don't already know, you should tell your parents or spouse what you're up to with those old rusty things, and that they are not meant to be thrown out!

From David Siewart #20935: Dave tells me that he's had some luck using Navel Jelly for removing rust. He coats a can with jelly and puts some tissues around it to cover the can, then lets it set overnight. Try this out on a low-grade and common can first, though. Navel Jelly attacks paint as well, so don't try out a prize can the first time.

From Dave Launt #11325: a few various tips. Good cans can be found underwater; for some reason standing water does not affect a can too much.

Keep your eyes out if they ever drain out an old lake or pond. Take a look over a dumping site before you start to look for cans. If you notice any hordes of hornets or bees, proceed with caution. Look first to see if you notice any poison ivy, oak, or sumac. Also, if you're new to dumping and can't figure out where to look, try to "think like a beer can" and figure out where that farmer or hunter would have thrown you so that you wouldn't be seen or noticed. P.S. Good luck with the "Giant Imperial Quart" Chapter Dave!

If you're lonely and want some mail, why not write to me? I try to answer everything that comes to me, and I really do read and think about what to say. So how about it? Maybe it is summertime, but good old fall is just around the corner. I'll be relaxing and thinking about my next big excursion into the wilds.

Pete Johnson #15082  
419 West St.  
Hebron, CT 06248

## The Best of KC's Best

From the KC's Best Chapter, a full-color poster featuring 80 beer cans from across the U.S. See Buccaneer Stout, Trommer's Malt Beer, Connecticut Yankee, Ruser, Acme Bock, Buffalo, and 75 more. Available for \$3 from any K.C. Best Chapter member, and on sale at Chicago Convention in the Chapter Sales Area.

### OBSOLETE BEER PATCHES!!! MULTICOLORED DEFUNCT LABELS

	COST	QTY	TOTAL
FLECK'S	1.00	—	—
GLIX	1.00	—	—
JORDAN	1.00	—	—
KATO	1.25	—	—
PIONEER	1.25	—	—
ROYAL 58	1.00	—	—
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YOERG'S	1.25	—	—
CHAPTR PATCH	2.00	—	—
Postage & Handling			.50

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Special: Full Set (9 patches including postage) \$13.00

20% off orders over \$50.00  
Get 4 sets for price of 3!!!

Send to :  
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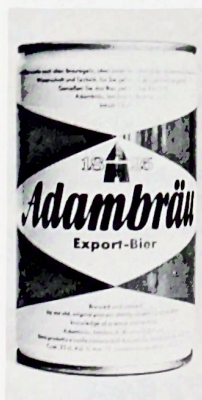


# Foreign brand changes

By Marcella Schinski #3715

It won't be long now and all Convention go-ers will be living it up in the WINDY CITY. As usual I'm looking forward to seeing many of my super reporters and doing some trading as well.

The in-depth info in this column could not be possible without the help of the following collectors: Chris McGinnis (21026), Gary Gray (21207), Dick (4530) & Joanne Clark (14530), Christer Loow (11743), Alf Hood, Ron Hayes (4746), Leonard Dicker (9598), Frank Constable (11187), Ron Moermond (224), Harvey Lambert (10323), Giacomo Spagnoli (22358), Dennis Drew (11565), Roger Schenck



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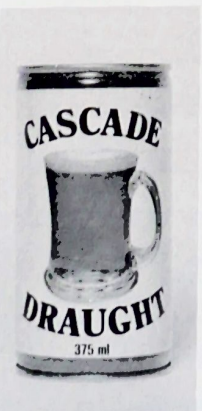
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(22677), John Flanagan (16664), Bob Wood (9719), Steve Zbinden (21504), Richard Dolphin, Ralph Whitcher III (9298), Jack Turner (65), and Darrold Bussell (360).

1. **ADAMBRAU EXPORT-BIER**/Adambräu/Innsbruck, Austria. 33 cl. white can with usual red and black triangles, red 1825, stylized tower with Adambräu in black and the words Export-Bier directly beneath Adambräu. English, German and Italian wording. "Brewed and canned by our old, etc."

2. **ARCOBRAU URFASS SPECIAL EXPORT HELL**/Acrobrau/Moos, W. Germany. Lettering and label contour are dark beige and red on this 33 cl. can.

3. **AUSSIE GOLD LAGER**/South Australian/Adelaide, Australia. Third generation prototype can, of this beer, which should be on the market in June or July. According to the head of the "Australian Trading Company," the importers, they are not quite satisfied with the colors of this 12.5 fl. oz. can. They want the colors to be more "true;" white, whiter; gold more gold, and green to be greener. The gold and green colors were selected because those are the colors worn by the Australian Olympic teams. This beer will not be sold in Australia; it will be brewed and canned for export only, being marketed initially in Hawaii, and eventually on the mainland. The following is printed on the can, "Information about the ingredients in this Beer is available from the Importer on written request."

**BARRE BRAU PILSENER**/E. Barre/Lubbecke, Germany. Woodgrain 5.0L barrel with a white label with green and red letters.

4. **BAVARIA LAGER BEER**/Bavaria/Lieshout, Holla. Hebrew on one side (shown); English on the other side. This 33 cl. can for export to Israel.

**BECKERS PILS**/Beckers/St. Ingbert-Saar, (Germany). "Das Frische Pils" in script on this 4.0L silver can with a circle.

**BECKH PILSNER**/Beckh/Pforzheim, Germany. Circle around the label of this 33 cl red and white can. The word "PILSNER" instead of the word "BIER."

**BELLHEIMER BIER**/(Germany). Plastic 6L eco. container (like the "gas" bottles seen on RV camps). Obsolete.

**BIG BARREL FINEST LAGER BEER**/Cooper & Burnside, South Australia. One more change to this 375 ml can. (See Jan./Feb. '78 #2). The oval and contents on this two sided can is now yellow (with no other wording on the can faces).

**CARLSBERG ELEPHANT BEER**/Carlsberg/Copenhagen, Denmark. Same design as the 35cl can, but this is a 33cl can and is crimp steel.

**CARLTON DRAUGHT**/Carlton & United/Australia. Two 6L "money box cans" (bank); 1.) tap flowing beer directly into a glass, which is the obsolete label-(like the 370ml can). 2.) tap behind full glass of beer, which is the current can label-(like the 375ml can-May '81, #5).

The tap behind a full glass of beer is also available in the 500ml size-(See May '81, #5).

5. **CARLTON LIGHT BEER**/Carlton & United/Australia. Fine Full Flavoured Beer; 6 L bank can with same label as the 370ml can.

**AUSTRALASIAN BEER CAN COLLECTORS' ASSOC.** 2nd CANATHON Melbourne Australia January 25th, 1981. This 375 ml can is a very limited edition; only 50 dozen (600) were issued. (Same can front July '79, #5). Back shown only. One SUPER can to have in one's collection.



6 & 7. **CASCADE DRAUGHT**/Tasmanian Breweries/Hobart, Australia. Fourth in the series; Sydney to Hobart Yacht Race 1980-375ml can — Bumble Bee Crossing Finishing Line River DERWENT, HOBART.

Foaming beer glass is the totally new design on this 375ml all white can. Both cans shown.

8. **CASTLE LAGER**/South African/South Africa. English on one side; Hebrew on the other of this 330ml can for export to Israel. (Hebrew side shown only).

**CASTLE MILK STOUT**/South African/Johannesburg, (South Africa). See May '79, #4-5. The front of the can has undergone changes. The castle logo now touches the blue ribbon, with the bottom of a gold ribbon, which contains the SAB logo, showing beneath the brand name. The words, RICH, dark and strong appear one inch higher (from the bottom of this 450ml can) than the first label. The can back remains the same.

**COOPERS DB CARBOHYDRATE MODIFIED BEER**/Cooper/Burnside, South Australia. Coopers (at the top of the can) now trimmed in silver. Special Dietary Food, the brewery name, location, and contents (all at the bottom of this two sided 370ml can) are now in silver. 5 cents deposit top on this seamless can.

**DAB EXPORT/DAB MEISTER-PILS**/Dortmunder Actien/Dortmund, West Germany. "Qualitat Aus Tradition Und Erfahrung" replaces "Strenge Wahrung Des Reinheitsgebotes" on the right arch of the logo on both of these 0,331 cans.

**EICHBAUM EXPORT ALTGOLD**/Eichbaum/Mannheim, Germany. 4L all green can having the usual encircled tree and coins logo but there is now a white label type design in the middle of the can.

**GAMBRINUS SCHWARZWALD DOPPELBOCK "DUNKEL"**/GAMBRINUS SCHWARZWALD DOPPELBOCK "HELL"/GAMBRINUS SCHWARZWALD EXPORT/GAMBRINUS SCHWARZWALD PILS/Gambrinus/Nagold, (Germany). These four (4) brands are all 5.0L paper barrels from Fass Frisch. The "Pils" is also available in a 5.0L barrel paper label from Datograf.

9. **CANTER EXPORT** (shown) **GANTER PILS**/Ganter/Freiburg, W. Germany. "Export" and "Pils" now all black letters; the dragonhead is now black and gold; and the word GANTER now also appears on a white band near the bottom of these 0,331 cans. Export can is still yellow whereas the Pils can is still green.

**IRLE ALT**/Irle/Siegen, Germany. 5.0L woodgrain barrel with a red and black top band. Irle in white on a gold scroll; Alt in white shadowed in red.

**KAISER KRONE EDEL-PILS**/Kaiser-Brau/Neuhaus Pegnitz, W. Germany. Cream colored 0,331 can with a green band, at the top and bottom, which contains a yellow design. A yellow and green crown appears above the brand name on this two sided can, with all lettering in green and black. (See Kaiser Krone Export Hell; 3/80, #3).

**KARLSBERG UR-PILS**/Karlsberg/Homburg-Saar, (Germany). "Die herbe Frische" is one line and "die so gut bekommt" is the second line now at the bottom of this 0,331 can, whereas those words were all one line on the can featured Nov. '79, #13.

10. **KRONENBOURG**/Wuhrer/Brescia, Italy. Now also brewed in Italy. CL. 33 can is identical in color to the French can, but has an inscription change on the bottom right; UNA BIRRA CON UNA TRADIZIONE de TRE SECOLI (A beer with a three centuries tradition.) There is also a line of print at the top.

**KUR PILS BRAU AG**/Osterreichische/Linz, Austria. Still a 33cl silver can, with lions near the top holding a red rectangle which contains two beer mugs but this can has English, German and Italian on it. There is now six (6) lines of print below the brand name.

11. **LICHER PILSNER**/Ihring-Melchior/Lich Oberhessen, Germany. Gold 33cl, two sided aluminum can (shown), with a white circle with the word LICHER beneath the logo, and Pilsner in script. This is a complete new design. Also available in a 4 liter can.

**LOHRER BIER PILS/LOHRER BIER URTYP**/(Germany). Both 5 Liter barrels with paper labels.

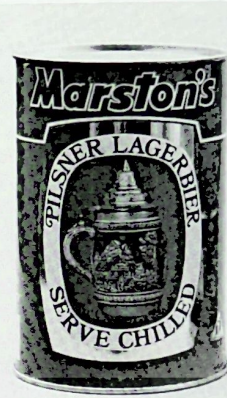
**LOWENBRAU DUNKEL DARK SPECIAL**/Granges/(Sweden). Under license from Lowenbrau. Brass 45cl can with accent colors of blue and silver.

12. **MALTA DEL BARU**/Nacional/Panama. 10 oz. brown can with Malta (in red) Del Baru (in green) and hop leaves (in gold). Cerveceria Del Baru, S.A. DAVID CHIRQUI R. de P.

13. **MARSTON'S PILSNER LAGER BIER**/Marston Thomson & Evershed/Burton-On-Trent, England. Blue



10



13



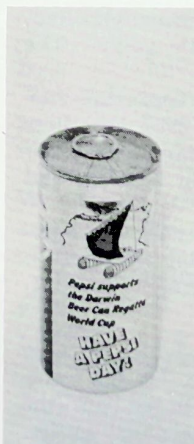
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12



14



15



16



17



2.22L can with large picture of a German stein with lid; Marston's in red.

**McEWANS CAVALIER LAGER**/Scottish & Newcastle/Scotland. A very unusual set has been issued and filled with Cavalier Lager in 440ml only. This product is advertised widely on British television featuring grousebeaters who, the legend tells, drink a lot of Cavalier. This standard label can is now available with six different lids each featuring a different grousebeater; FLAK, RAB, TAM, THE GENERAL, TOSH, and WULLIE. This set is issued in conjunction with various different competitions being run in different parts of the UK.

**14. MOHREN BRAU EXPORT**/Mohren/Dornbirn, Austria. Label of this Inhalt 0,33 Liter aluminum can is like the DORNBIRN PILSNER can, but the colors of this can are gold with red and black accents.

**MONINGER EXPORT/MONINGER PILS**/Moninger/Karlsruhe, Germany. 5L cans now available with the cloverleaf design in the center of the can; Export can is deep yellow and the Pils is dark green.

**MOOSEHEAD SPECIAL ALE BIERE**/Moosehead/St. John, N.B., Dartmouth, N.S., Canada. Minute variation on the side of this 341ml creme colored can (9/'79, #12.). Some cans have the spelling of the word as independant and others have an "e" added; independante.

**NY ENERGI**/(Sweden). Black (15.2 oz.) obsolete paper label with all lettering in white. On the front (the English translation); to the carpet dealers who will not accept the situation of today. On the back (the English translation); Everybody in the branch is talking about bad times concerning covered carpets. But who is doing anything about it? You will be able to, when you have perused your post tomorrow, where you will find a solution. We sure hope that you enjoy having a beer. See you later! New Energy-politics. Obviously a "promo" can.

**OLD STYLE BIERE • PILSNER • BEER**/Molson/Vancouver, B.C. (Canada). Now an all white 341ml can, having a much smaller logo, as well as reverting back to being a two sided can.

**PATRIZIER EXPORT**/Patrizier/Nurnberg, W. Germany. Minor change on this 0,331 can. The words Patrizier-Brau AG, Nurnberg now appear below the brand name, near the bottom of this two sided can.

**PATRIZIER URBRAU HELL**/Patrizier/Nurnberg, W. Germany. Label design of this 0,331 can is the same as Patrizier Edelhell Export (#14 News Report 9/80) but the oval on this can is red.

**15. PEPSI-COLA**/canned by the PUB SQUASH CO. PTY. LTD., Brisbane, Australia under appointment from Pepsico, Inc., N.Y. Pepsi supports the Darwin Beer Can Regatta World Cup. Well it's true this is a soda can, but it's beer orientated, and is therefore featured.

**PHILLIPSBURGER LOWENBRAU**/(Germany). Red, white letters on this obsolete 6.0 L plastic gallon. The brewery closed in 1978.

**16. POLAR MALTIN**/Polar/Caracas, Venezuela. Various breweries and cities are listed on this 2951 near beer can; Modelo in Maracaibo, De Oriente in Barcelona, Polar Del Centro in San Joaquin, plus the main brewery and location.

**17. PONY SPEZIAL HELL**/Eichhof/Luzern, (Switzerland). Bright all red 33cl can with a prancing white pony. This new design replaces PONY EICHHOF SPEZIAL EXPORT.

**PRIMUS GASOL**/(Sweden). White (15.2 oz.) obsolete paper label with red and black accent colors. On the front; PRIMUS GASOL (name of an enterprise). On the back (the English translation); Advantages with central filled bottles. Safety tested, no problem with filling, periodically revised,

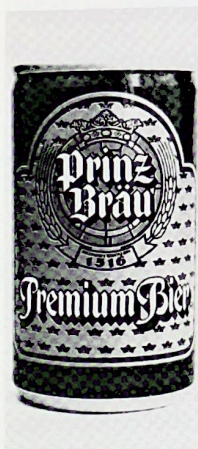
only adequate bottles will be delivered, controlled at every exchange. One more "promo" can.

**18. PRINZ BRAU PREMIUM BIER**/Prinz Brau/Carisio, Italy. Black 0,33 can with dark beige label, which contains a circle trimmed in red and blue, plus all lettering in white.

**19. RASMUS KLUMP FADOL**/(Denmark). Paper label (16 oz. can). The "cute" bear looks like he's made of chocolate whereas the other two animals are drawings. I'm told the can is about eight years old. An "oldie" and I love it.

**RESCHS PILSENER SPECIAL EXPORT**/Tooth/Sydney, Australia. Silver 6L bank can, like the 370ml can, with the horseshead at the top.

**ROYAL HOFBRAUHAUS HB MUNCHEN**/Hofbrauhaus Munchen/Munich, Germany. Welded seam on this 0,33L



18



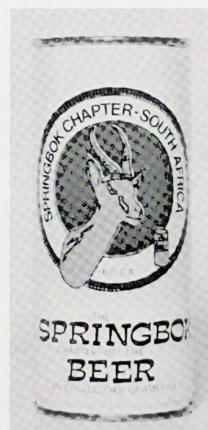
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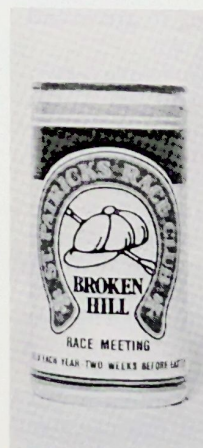
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26



can (same label as reported 5/80) with the **Italian Importers name on the lid**; Moretti-Udine.

**SAFeway LAGER**/for Safeway Food Stores/Aylesford, Kent, England. 2.22L white can with dark green label outlined in gold. Gold band at the top of the can with wheat stack in white and gold. Contents are printed on the front of the can.

**SAN MIGUEL**/Png. Brg. Ltd./Port Moresby, Png. (New Guinea). 33 cl can from this seaport in southeastern New Guinea; capital of joint administration of Papua and New Guinea.

**SAPPORO DRAFT BEER**/Sapporo/(Japan). 1000ml two piece extruded aluminum can, #2504. The cap is identical to a Coca-Cola 2 liter glass bottle, that can be torn off or twisted off. They fit into a keg holder and pour like a (warm) pop bottle.

**SCHLOSSQUELL HEIDELBERG EXPORT**/Schlossquell/Heidelberg, Germany. 5 Litre barrel with paper label.

**SCHONBUCH PILS**/W. Dinkelacker/Boblingen, Germany. Four black bands at the top and bottom of this 5.0L barrel can. The center panel is green with white oval label with a gold outer circle. Usual picture of a man with a stein of beer.

**20 & 21. SOUTHWARK BITTER BEER**/South Australian/Adelaide, Sth. Aust. 375ml commemorative cans; 1.) MELBOURNE CUP 1980 Three South Australians. "BELL-DALE BALL;" winner Melbourne Cup 1980. John Letts, jockey. Colin Hayes, trainer. 2.) SOUTHWARK "Nothing goes down like cold SOUTHWARK." Backs shown only. Usual can front.

**22. SPRINGBOK BEER**/by Springbok Chapter/South Africa. This limited edition can is issued to commemorate the founding of the springbok chapter of the BCCA in august 1978. founder members; andre heiberg — pres. (designer and producer of this 450ml can) dave finnie — vice pres., dennis drew — secr. issued at springbokan-vention III durban 4 april 1981. (All the afore wording in non-"caps.") (A very well attended Springbokanvention with two new members from Durban joining, so that makes the chapter just on ten. Wish I could have accepted the invitation to be there to join in the swamping of cans and to see Dennis Drew and Basil Cooper in their patch jackets. Judging from the pictures I received, a SUPER time was had by all). Never the less I'm delighted to have this FANTASTICK can to feature in the column.

**SUNTORY BEER**/Suntory/(Japan). Further word has

been received (re; March '81 column) as regards the 2L (#2614) and 3L (#2604) cans. There are two (2) cans #2614; one can has a small 3 in 2L and the other can has a large 2 in 2L plus an **extra line of print on the side**. There are also two (2) cans #2604; one can has a small 3 in 3L and the other can has a large 3 in 3L plus an **extra line of print on the side**.

**TOOHEYS AUSTRALIAN EXPORT LAGER**/Tooheys/Sydney, New South Wales, Australia. 6L money (bank) can with the label as shown on the 360ml can.

**TOOHEYS DRAUGHT**/Tooheys/NSW, Australia. Bank can, 6L, having the same label as the 370 ml can.

**TOOHEYS LITE LAGER**/Tooheys/Sydney, N.S.W., Australia. One more 6L bank can with the same label as on the 370ml can.

**TOOTH KB DRAUGHT BREWED LAGER**/Tooth/Linsmore, Melbourne, Sydney, Australia. New design (horse head at the top) 6L bank can like the two sided 370ml can.

**TOOTH KB DRAUGHT BREWED LAGER**/Tooth/Sydney, Australia. Obsolete design (the word INVICTA and the white horse at the top) of this 6L money (bank) can like the 370ml can. "By George I think I've reported on all of this type of can."

**23. WEST END DRAUGHT BEER**/South Australian/Adelaide, (Sth Aust.) ONKAPARINGA RACING CLUB 1981 EASTER CARNIVAL GREAT EASTERN STEEPLECHASE Monday, 20th April 1981 OAKBANK, South Australia. (Back shown on this 375ml can. Front has usual foaming glass of beer but 3/2 no longer appears on the glass below the contents). 4.5% Alcohol By Volume.

**24. WEST END XXX EXPORT BEER**/South Australian/Adelaide, Australia. St. Patricks Race Club Broken Hill Race Meeting Held Each Year — Two Weeks Before Easter. (1981) (Back shown only on this 375ml can).

**25. WINDHOEK EXPORT**/South West Breweries/S.W.A. Horse and rider in the red logo (sans map and animals) at the top of this 340ml can. All new design. THE PREMIUM BEER at the bottom.

**26. WINDHOEK 50 LAGER**/South West Breweries Ltd./Windhoek, S.W.A. This is the 340ml can with horse and rider in the red logo (now trimmed in gold) near the top but Lager (in gold) and Das echte Sudwester Bier in black.

**WOLF BRAU PILS** (Karlsruhe)/(Germany). Another 6.0L plastic gallon. Hopefully I've reported on all the 6.0L plastic containers that were issued from 1977 thru 1980 as Germany no longer makes the ecology "gallon."

## Did you know?

By LeRoy Blake #17899

Did you know . . . That one of our members is an Indigent? Neither did I. Well, Fred Judd #13276 notified me (via telephone) that he is definitely **not** a research analyst, as stated in the 1981 Roster. But, an Indigent with hopes of becoming an ex-indigent.

. . . That I received very very little mail this time around?

**BOHEMIAN CLUB** (BCU 49/37, Bible 309) Mike Hearn #10261 has found another one of those paint 'em over cans. Under his Bohemian Club label was a Heidel Brau (BCU 80/31, Bible 1302). This must have been a common practice among the breweries.

**COLORADO GOLD LABEL** (BCU 57/17, Bible 1096) Walt Wimer, Jr. #13267. Walt not only dropped me a line, he showed up at Pioneer City's Big Gigantic One, with his cans. Can #1 has a red oval, and the words "Colorado &

Beer" in white. Can #2 has a metallic red oval with "Colorado/Beer" in silver. My mind is rather foggy, but it seems that I remember a third variety. Can't think of the specifics now. Sorry, Walt.

**FALSTAFF** (BCU 66/39, Bible 845) Walt Wimer again. Walt has the BCU 11 oz. can with contents above the shield, and also without this notation above the shield. The Bible can is the 12 oz. version, he says.

**WHITE HORSE** (BCU 126/31, Bible 2969) Tim Norling #20427, from the north country. Tim has two slight variations. #1 says its by "Westminster of Chicago." #2 says "Brewed and Packed by Manhattan Brewing Co., Chicago, Ill. Expressly for Westminster Brewing Co, Prima Brewing Co, Successors."

**SPECIAL EXPORT** (BCU 81/9, Bible 2705) Mike Ahern #21291 finds this can by Heileman, three ways. On #1 there



is a little fella drinking beer on the side panel. On #2 he is standing on a UPC code. On #3 can he isn't there at all.

**IRON CITY BEER** (Currents vs. obsoletes) David Wilson #19617 pointed out an interesting tidbit. All the obsolete (3-pc. steel) Pittsburgh Brewery Iron City cans have the slogan . . . "Quality, Integrity, Tradition," within the logo. The current cans quote, "Integrity, Quality, Tradition." I have two questions — #1. Why change it? #2. How in the h--- did you come to spot this, David? Talk about good eyes! But the "flats" have the older version?

**MICHELOB, MICHELOB LIGHT, & NATURAL LIGHT** (currents by Anheuser-Busch) Brian Auger #21889, sends me a variety of DYKs from 10 oz. country (New Mexico). There are color variations on the MICHELOB cans. The brand name & side panel info can be found either black or a lighter shade that is almost a blue. MICHELOB LIGHT varieties are more evident. Can #1 has a small red ribbon, the word "light" is in large style letters. Can #2 has a larger red ribbon, "light" is smaller, and "Michelob" is bolder & bigger. There are other differences — brewery info, wording, slight color changes, etc. NATURAL LIGHT; two cans are basically the same, except for wording color. "Natural Light" can be found in either dark blue or light blue.

An item or two from me . . .

**OLD CHICAGO DARK BEER** (BCU 99/7, Bible 1998) Can #1 has "Peter Hand" in about ½ inch white letters over the logo. The date "Since 1891" is below it in dark brown, small letters. Can #2 has a large 1891 in dark brown and a very small "Peter Hand" in dark brown over it. According to Roger Kirkpatrick's collection, can #3 is like #2, but is gold

in color rather than bronze.

Many current releases have some color changes. The labels are the same though. Check this out . . . they have changed from normal reds, greens, & golds to very metallic colors. SCOTCH BUY BEER & LIGHT, FALLS CITY, WIEDEMANN, COOKS, DREWRY'S, STROHS . . . I'm sure there are more or will be. These new aluminum cans are creating some very bright colors.

Not to be a retortist, but mandatory censorship went out over 200 years ago. I hereby promise never to badmouth a brewery, its product, or its containers again. Of course I'll bite my lip a lot, snicker when certain brands are mentioned, and let my cash do the talking — by supporting my local brewery. Since this will remove much of my material — I guess I'll have to pick on something else.

Maybe I can prod a couple of my peers? into more active columns. I now read the last two pages of our own *News Report* first. A continuing drama unfolds . . . much better than "J.R. Ewing" or "Flamingo Road." Not as good as "Hill Street Blues" though.

Where are you, Art Macheski? Break your writing hand?

Oh, yeh, before I forget. Joe Formanek #21886 is running a private survey. Send him your choice for the best looking 12 oz. USA can. Good luck, Joe.

remember . . .

If you don't care where you are . . .

You ain't lost!

A.L. Blake

P.O. Box 26

Little Hocking, Ohio 45742

## The BCCA Glass Is Half Full

By Bruce Gregg #248

Over the years there have been many articles and comments in the BCCA *News Report* that have complained about some facet of our organization or its members. Negative criticism is wholesome and can well pave the way to needed changes or a better organization. However, one has to question the frequency and the number of articles that we print dealing with criticism. An organization as great as ours has not prospered as a result of negative comments. We should work to build up our organization, not to tear it down. Surely we would all be better off if we talked about the positive side of our group and did not continually dwell on negatives. Good news does not sell newspapers, but how about us all taking the optimistic point of view that our glass is half full rather than the pessimistic side with the glass being half empty.

The BCCA is large enough to incorporate something for everyone. We have a National Convention for those who really enjoy this event. We support local chapters to increase camaraderie and trading frequency. We have a "Collector of the Year" for

those in our group who wish to express recognition. We have a "Miss Beer Can" for those who feel that she adds to our conventions. As a group we sincerely believe in the Bill of Rights with its freedom of expression, but why do we continually print and read of a half empty glass. Why not maintain something for everyone? Let each individual enjoy those facets of our group which he favors and, at the same time, allow others to enjoy some of the other items that the BCCA offers, even if they might not suit an individual preference.

There have been many negative thoughts expressed in the past on the lack of response to BCCA mail polls. It is human nature not to respond to mail polls and a non-response does not mean complacency, lack of interest, or not caring. The best poll of all is the response to our yearly renewal notice.

Instead of devoting segments of our newsprint to negatives and complaints, we should devote our energy to addressing some of the many good points of the BCCA. We have some mighty devoted people across the country who willingly devote their time and talent with no financial remuneration: Let's talk about them. We have many outstanding chapters:

Let's write about them. We have terrific *News Report* with articles on brewery stories, label chronicles, brand changes, book reviews, even calendars, chapter items, and personal comments. We have some terrific supplements with the roster, want a bulletin, composite and many other mailings. There are many positive things that can be written.

We have many bonds in our BCCA organization: friendships, activities, excitement, to say nothing of those hand-sized cylinders more valuable than precious metals or gems and more beautiful than a springtime flower. These metal containers form a common bond between us all. Family involvement in the hobby will guarantee a better home life, a family bond, enjoyment, and an improved collection. Chapter involvement will always provide you with more than you can possibly put into it.

BCCA, you are a great group of people. The next time you are talking or writing to a fellow member, tell him he's a friend; mention a point about the BCCA that you really like; and remind him that "Our Glass is Half Full." The world will be a better place and both you and the BCCA will profit.



# A Taste of the Victorian Era

Wayne Ronn's toast was not made in the old Scottish tradition, which is to say he did not place one foot on the chair and the other on the table.

Instead Wayne Ronn #7160 simply raised the small glass of smoky orange liquid toward the unfinished ceiling in the back room of Gleason's Package Store here and offered a simple salutation.

"Here's to the ship that went down," he announced.

Then he drank. Then the three of us joined him. Then all four of us sat back to contemplate the taste of 19th century Scotch ale poured from a hand-blown bottle preserved in a shipwreck lodged for 76 years between two undersea gullies off the coast of Scotland. Drinking Victorian beer is not something you want to rush.

So first the story.

The route the brew took from the long-defunct John Jeffrey Co.'s Heriot Brewery outside Edinburg to Massachusetts was as murky as the beer itself. What is definitely known is that several bottles were salvaged in 1974 from the wreck of Firth of Cromarty, a British merchant ship which ran aground off Scotland in 1898 and later sank.

Just how three of these bottles traveled from British Customs to Templeton is uncertain. In any case they came into the possession of Alan Eames, one of the previous owners of Gleason's and a man who fancied himself "The Beer King." While the number of imported beers "The Beer King" stocked seemed never to match his wildly fluctuating claims, the existence of the 19th century ale from Jeffrey & Co.'s brewery was never in doubt.

One bottle was sold by Eames for \$450 in the fall of 1975 to The Beer and Ale Society, a student organization of the well known Culinary Institute of America in Hyde Park, N.Y. The students drained it dry and found it similar to the heavily malted ales drunk by colonial Americans. They concluded that they liked it just fine.

Enter Wayne Ronn and his father, Wally. They purchased Gleason's Package Store last August and found the remaining two bottles among the inventory. The 27-year-old Wayne — who has visited breweries in six foreign countries and owns a collection of 3500 beer cans — the discovery was impressive. For 50 year-old Wally — a former salesman who would prefer to hunker down with a can of Pabst rather than a bottle of the imported

stuff — the discovery was nothing to drink to.

Nevertheless, Wally Ronn wanted to be on the scene Tuesday afternoon when his son opened one of the unusual large green bottles. "If you can drink Pabst, you can drink anything," the older man would proclaim during the tasting. Also present was Mike Richard, a 24-year-old teacher at Quabbin Regional High School who modestly admitted to enjoying "a taste of the creature now and again."

But Wayne Ronn looked worried. It wasn't so much the fact that Tuesday was the day his wife, Kris, was expecting their first child. The real problem was that there was no formula for a tasting such as this. Should the brew be chilled? (Yes, it was decided, but only to 50 or 55 degrees.) Should beer mugs be used? (No, it was decided, because small glasses would better lift the aroma to the nose.) Should a modern beer be drunk for comparison? (Yes, it was decided, MacEwan's Scotch Ale from Edinburgh would add a nice touch.)

"There's a good chance it won't be any good," Wayne Ronn fretted, knowing that modern American beers are best drunk within six months of brewing and that *no* beer has a shelf life of 83 years. "The damn thing will probably blow up."

But no. At precisely 3:10 p.m. one of the two 30-oz. bottles was removed from a backroom refrigerator which is decorated with a Mickey's Malt Liquor poster. It was placed gingerly atop a long and low table next to several glasses and a bowl of pretzels. The lead cover over the cork — complete with the brewer's trade mark — was stripped away. The cork itself was carefully removed, though half of it dropped into the liquid as if to suggest that the bottle was unwilling to surrender its long history so suddenly.

That's when Wayne Ronn made his toast to the Firth of Cromarty and the serious drinking began.

"Boy, it smells good."

"Like cider."

"No. Like champagne."

Alas, what the nose promised, the palate could not deliver. The taste of the orange/brown ale, which still showed a small amount of effervescence, revealed the high malt content of modern Scotch ales with none of their creamy richness. Instead the flavor was almost bitter.

"Oh-oh."

"Disappointing."

"No. Brutal."

And yet it grew on us. As the afternoon sun set behind the bare woods outside the large picture window, one sip led to another and to another. "It's like getting your teeth drilled," Mike Richard declared. "The third and fourth don't hurt as bad as the first two."

Perhaps we were getting used to something we'd never experienced before, to a product turned out before mass pasteurization and the alleged wonders of modern brewing. After all, there was a time when Edinburgh and its surrounding area enjoyed a reputation as one of Europe's great brewing districts.

"Maybe we're just not used to this stuff," Wayne Ronn theorized as his father smiled broadly and took another nip.

On the other hand, perhaps the old ale was merely doing its job on us.

A sample which was analyzed the following day by Cambridge Analytical Associates in Watertown turned out to have an alcoholic content of 10.1 percent by volume. That's roughly two times the potency of the strongest US beers.

Wally Ronn would put it this way: It wasn't Pabst.

(From the Boston Globe.)

## Stroh Charges On

Stroh Brewery Co. has completed its acquisition of the F. & M. Schaefer Corp., buying 42 percent of the New York-based company it did not already own. A \$30 million addition will be added to the Schaefer brewery in Allentown to produce Stroh's.

The new facility will allow Stroh to introduce its brand in New York, New Jersey, eastern Pennsylvania and Connecticut. Schaefer and Piel's will continue to be brewed at Allentown.

Last year Stroh shipped 6.2 million barrels. Schaefer, ranked 11th nationally, shipped 3.6 million barrels.

## George F. Walsh

We regret to report the death of fellow member George F. Walsh #22350. The club extends sympathies to his wife Hazel.



# Brewery Briefs

## Easy Come, Easy Go

You can't always count on the promise of a Christmas "present." Just ask Richard Brozovic.

Brozovic, president-general manager of Geyer Brothers Brewing Co., had been told just before Christmas that the Michigan legislature had approved a \$10,000 appropriation for the historic Frankenmuth brewery. (See March-April, 1981, *News Report*.)

THE GRANT, which Brozovic says caught him totally by surprise, was to be used for renovating the 118-year-old building which houses the Brewery.

But almost as quickly as Brozovic had thanked such legislators as Rep. Loren Armbruster and Sen. Robert Young, who championed the country's smallest brewery to their legislative colleagues, the appropriation disappeared.

According to the *Frankenmuth News*, it was deleted from the "Christmas Tree" bill signed Dec. 30 by Gov. William G. Milliken, and Brozovic said he is as "dumbfounded" that the appropriation was axed as he was by its original inclusion in the bill.

What Brozovic knows about the grant has been garnered from newspaper reports — state officials have

never given him formal notification, he said.

THE ON-AGAIN, off-again appropriation caused him some embarrassment, Brozovic added. "Everybody says, 'It's nice you got the grant.' Then we say, no. Who do you believe?" he asks.

The grant seemed a sure thing. "I was talking to Young (over the telephone) while they were debating it on the (Senate) floor. He said, 'We won't need those figures on the brewery. We're in,'" Brozovic recalled.

Then what happened? "I don't know. I talked to Loren (Armbruster). He was just as dumbfounded as I am," Brozovic said.

Because the grant was unexpected and was only mentioned and never actually received, its "loss" won't significantly harm brewery renovation, Brozovic said. "We'll just have to back up and re-program. We'll back up 10 and punt."

THE APPROPRIATION "wouldn't have made us wealthy," Brozovic said, but it attracted plenty of attention. For example, his wife Jean, chairman of the board for Geyer Brothers, received a phone call from a Lansing contractor, asking how to put in a bid to do the renovation work.

Richard Brozovic looks on the whole

episode with mixed feelings. Passage of the appropriation was "a nice gesture on Armbruster and Young and their colleagues' part." But, "I'm fortunate that I didn't start spending," he added.

The pay-as-you-go approach has marked the six-year period since the Brozovics acquired controlling interest in the brewery. "Everything we did, we did on our own," he said.

## Omaha Responds

Paul Kalmanovitz has more friends in Omaha than he thought. The brewery, which he ordered closed this spring in a rift with the Nebraska Attorney General, reopened a short time later after a petition drive netted over 10,000 signatures.

Falstaff's owner decided to close the brewery when authorities said Falstaff had violated state liquor laws by selling private-label Scotch Buy beer exclusively to Safeway stores. (See May-June 1981 *News Report*.)

At the urging of state senator Bernice Labedz, the legislature attached an amendment to a legislative bill that would permit Falstaff to sell private-label beer.

In addition to the petition drive in support of Falstaff, a parade was also held in Omaha.

"I had a feeling that some people figured I was a bum or a drunk because I worked at Falstaff," said one relieved brewery worker. "After all this, I feel kind of important to work there."

## IC Stays Afloat

The nation came close to losing another brewery recently. But striking workers at the Pittsburgh Brewing Co. reversed their vote on a contract offer and saved their jobs at the city's only brewery.

Faced with the threatened closing of the brewery, the strikers voted 154-32 to ratify the contract and return to their jobs. Workers earlier voted to reject the same contract, which includes raises and fringe benefits worth \$3.06 per hour over three years.

Following the initial strike vote, the company's board of directors voted to take the first steps toward closing the 120-year-old brewery.

## Change of Address Form

1. Attach old mailing label in space below. If mailing label is not available, print your name and address in the box below.

2. Print your new address here: Phone \_\_\_\_\_  
Name \_\_\_\_\_ BCCA# \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_
3. Mail this form to:  
BCCA, 747 Merus Court, Fenton, MO 63026



## The Beer That Became a Movie

(Continued from page 5)

U.S.A. of South Bend, Ind. in 1951. It was while he was at Atlas that Pickett originated the 905 beer formula for the large St. Louis liquor store chain. The merger of Drewerys with the Associated Brewing Co. of Detroit led to his election as a vice-president of Drewery's and his appointment in 1968 as resident manager of their Chicago brewery.

**DURING HIS STINT** with Drewerys, Pickett perfected the cellar and aging process for packaged beer without pasteurization called Ultrafiltration. It is this process, first used successfully by Pickett, that Coors uses for all its packaged beer. "It adds to the Coors charisma more than anything else," added Pickett, "and isn't a necessary step in brewing a truly great beer." Always active in the technical end of the industry, Pickett had the honor of serving as president of the International Brewmaster's Association, a tribute to his standing not only in the American brewing industry, but among brewers worldwide.

Pickett was eventually assigned to the Associated-controlled Piels Bros. brewery in Brooklyn, N.Y. He retired from Piels in 1971. "I was retired for three whole weeks when my sons talked me into taking over the old Dubuque Star brewery," said Pickett. Some people thought we were crazy to revive this little brewery. A lot of them were writing our obituary before we even moved in." The doomsayers could hardly be blamed. The previous owners had let the physical plant run down. It was mainly a keg beer plant in an age when packaged beer is king. The brewery had one antiquated bottling line for long-neck returnables, and a pasteurizer that was over 60 years old — one of the first ones ever built. Dubuque Star sales had fallen off to almost nothing, and the beer itself, although brewed according to an excellent old-time formula originated by the Rhomberg family in 1901, was suffering from quality control problems. Trying to get the brewery back into the race against the many national and regional brewers competing in the marketplace seemed about as easy as getting a Model A Ford into the Indianapolis 500.

Joe Pickett decided he had to get the best people he could afford to help him with this Herculean task. His revitalization team was composed of Joe Pickett Jr., Val Pickett, Steve Pickett and Sylvia Pickett. "The concentrated effort of a family and nothing else has done it here," said Joe Sr. proudly. This includes a vice-president of security — a Hungarian Vizsla named Edelweiss.

Although totally aware of the competitive pressures that spelled doom for so many small brewers, the ex-Pittsburgh Steeler felt he could tackle the problem with an extensive modernization program, a strong sales effort, and a product development program that would lead to a nonpareil brew that would win customers and operate a brewery where he could give full implementation to his ideas on the development of true quality. The Dubuque Star brewery, despite the decline of its fortunes, represented his golden opportunity.

**THE RESULT WAS** Pickett's, a beer that Joe Sr. describes as "light and smooth and so good you can enjoy it warm." He credits the beer's distinctive taste to the use of a special malt, domestic and imported hops, and extraordinary water source ("It comes from someplace north of the Canadian border, winding up in a well that goes 1,852 feet below the brewery."), cultured yeast, longer brewing cycles and a great deal of personal attention to the beer at every stage of its production.

It wasn't until 1977 that Hollywood discovered another role for the Pickett brewery besides brewing beer. That was when a small army of movie makers, led by Sylvester

Stallone, began a three month stay in Dubuque to film F.I.S.T., the story of the teamster's union in Cleveland in 1937. Research showed that much of Dubuque resembled sections of Cleveland in the '30s. The script called for part of the film to be shot in a typical "working man's" bar of the era. The Pickett brewery hospitality room was considered to be the perfect site. For the movie it was rechristened Zigi's Tavern. Joe Pickett Jr. was hired for \$35 a day to serve as an extra. Stallone spent about two weeks at the brewery. The tremendous success of "Rocky" had made him one of Hollywood's hottest stars. "Stallone would come striding out of Zigi's with his fist raised in the air," recalled Val Pickett. "When the onlookers would cheer, Stallone would wave his hand in mock disgust and stomp back into the tavern. The crowd loved it." During the filming Pickett threw an old-fashioned brewery party for the cast and crew. "We had a barbecued steer mounted on a spit with plenty of cold Pickett's beer," said Joe Sr. "They enjoyed it so much that they asked us to put on a similar party for them in Hollywood."

The Pickett brewery was little more than an extra in F.I.S.T., but in its second appearance the venerable victorian brewhouse is a star, albeit a Dubuque Star. "Take This Job and Shove It," a movie based loosely on Johnny Paycheck's popular country-western ballad, centers on a small town in middle-America. Its small, historic beer factory is family-run by an aging but dignified town patrician. Conflict occurs when it is bought by an out-of-town conglomerate. Art Carney portrays Charlie Pickett, the quality-conscious brewer who has to contend with a corporate hot-shot played by Robert Hayes. The rest of the cast includes Martin Mull, Charlie Rich, Eddie Albert, and Barbara Hershey.

**IT HAD ALREADY** been decided that the movie was going to be shot at an actual brewery. But which brewery could be used? Mike Fottrell, the production location manager, contacted every brewery in the country and visited plants in Louisiana, Kentucky, Pennsylvania, Wisconsin, Iowa, Minnesota and Illinois before selecting Pickett. As the film progressed, the script took on the story of the brewery, and what had started out as a fictional company in a fictional town became the Pickett Brewing Co. in Dubuque, Iowa. "What emerged was almost a biography of the Pickett family," Joe Pickett stated with pride. The historic Pickett brewery was especially liked by director Gus Trikonis and art director Jim Dultz because it is so visually striking. By using two of the brewery's principal brands, Pickett's and Dubuque Star, the film company saved approximately \$10,000 in prop costs.

Although as this is written the critics have yet to judge the merits of the film, they have already given rave reviews on Pickett's beer. *Newsweek* and *Esquire* magazine taste tests have rated Pickett's among the best local beers in America, describing it with such terms as "ambrosial" and "splendid." Pickett expects to experience unprecedented demand for his products in the coming months. More exclusive than many so-called "cult" beers, one of the few available Pickett distributorships has been granted to the St. Louis area. Pickett's, Dubuque Star, Edelweiss, and Pickett's Premium Light are already appearing at St. Louis retailers through the Spirits of St. Louis Distributing Co., located in the old Blue Ridge Soda Bottling plant at 1823-27 South Kingshighway.

When does Pickett plan to relinquish his title as America's oldest working brewmaster? "Now that I'm back in the harness I feel better than ever. I hope to reach my mother's age of 102. She would always have two or three bottles of beer a day, which I would supply for her. I like to think that drinking Pickett-brewed beer had something to do with that!"



# Convention XI — Make It Fun and Safe

As Convention time draws ever closer, everyone's thoughts turn to cans, friendships and good times. Since most of us attending Convention XI in Chicago will be spending several days in a large hotel, it might be a good idea to take a few minutes and concentrate on something besides fun — fire safety.

During the past year, we've all been reminded of the devastation possible in hotel fires. The following tips could come in handy, not just at the hotel in Chicago, but anywhere:

- Upon checking into your room, be sure you know where the fire exit is so you can find it in the dark. You may need to.

- If there is any indication of fire, call the hotel operator at once and ask for an outside line. Call the fire department yourself, then alert the hotel operator. Believe it or not, most hotels will not call the fire department until they verify if there really is a fire and try to put it out themselves.

Should a guest call to report a fire, the hotel will almost always send a bellhop, security guard or anyone else who's not busy to investigate. Hotels are reluctant to disturb their guests. Fire engines in the street are quite embarrassing and tend to draw crowds. So if you suspect there's a fire in the hotel, call the fire department yourself. The hotel may be a little upset with you, but the fire department will be glad you called.

- Keep your hotel key where you can find it quickly. Should you decide to leave your room in a hurry, take your key with you in case you want to get back into the room. Be sure to close the door behind you.

- If there is no trace of smoke in your room, feel the door with the palm of your hand. If the door or knob is warm, don't open the door. If it isn't warm, drop to your knees and slowly open the door, but be ready to slam it if a cloud of smoke rolls in. If the hallway is clear, head for the exit, not the elevator.

- Once inside most stairways, remember that you probably won't be able to get out except at the first floor or the roof. Stairway doors usually are locked from the inside for security reasons. Hold onto the handrail and walk down slowly. If you encounter any smoke, turn around, hold the handrail and exit onto the roof. Remember, many people may be running down the stairway, so be careful.

- If you decide to stay, make every

effort to notify someone that you are remaining in your room. It's best not to open the outside sliding doors or windows because smoke might enter. If you go out onto the balcony, close the door (don't lock it) while you are out of the room. If you break out windows, it's a good bet that you'll injure someone down below with falling glass. If smoke starts to creep in under the door, stuff wet towels or sheets in the crack to make a tight seal.

If the door or wall gets hot, use the ice bucket and bail water against the hot area.

- The air is best near the floor. If you remain in your room, fill the bathtub and sink with water to have handy for soaking towels to cover your nose and mouth in order to breathe.

Let's keep these pointers in mind and make sure that Convention XI is the best yet!



CONVENTION XI HEADQUARTERS — THE CONRAD HILTON HOTEL

## Future Board Meetings

Date	Location	Time
*Sat., July 18, 1981	Schwarz' House	11 am
Sat., Aug. 15, 1981	BCCA Office	Noon
*Fri., Sept. 11, 1981	Convention	3 pm

\*Open to officers, board members, committee members, *News Report* staff, and by invitation only.

Dates are tentative and subject to change. If possible, 30 days notice will be given.



# Chapter brewings

By Jim McCoy #136

*A collection of this 'n that taken from recent issues of the BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.*

## A CURSE TO END ALL CURSES!

Have you renewed your membership yet? If not, or if you're in doubt check the back page. This way, you won't miss out on any of the good stuff. Make your checks payable to the chapter. Feel free to send any mint cones or flats also. If you don't renew, this will be your last issue and your cans will rust tomorrow.

*Schell's Border Batch Brewings*

## QUEEN CITY'S GOTTA BE DOING SOMETHING RIGHT!

While many BCCA chapters are losing members or even folding up, we have 83% renewal. This is very encouraging. We still feel that we have one of the best, or maybe the best chapter in BCCA.

*Queen City News Letter*

## CHICAGO HAD BETTER GET ANOTHER FIRE GOING BEFORE IT'S TOO LATE FOR SCHLITZ

The Great Chicago Fire of 1871 left Chicago's brewers in ruin and the city low on water. Schlitz shipped in countless barrels of beer to the thirsty city and its rebuilding citizens. They liked it so much, they kept drinking "that beer from Milwaukee" and stayed with it. It inspired one of the most famous slogans in the world of beer — "Schlitz, the beer that made Milwaukee famous."

*Sunshine Gator Tales*

## NEAT IDEA UNTIL YOU TRY TO KEEP A COLLECTION OF THESE ON A SHELF!

The Schmidt Draft Beer Ball was recently introduced into selected test markets. The unique packaging system for draft beer contains 1/6 barrel of Schmidt beer. Made of heavy-duty plastic, the beer ball, which is non-returnable, is packed in a heavy-duty corrugated carton that's lined to permit consumers to pack ice around the beer ball. When emptied the beer balls are put to use by consumers as lampshades, planters and many other imaginative uses.

*Sunshine Gator Tales*

## DRINKING OLD BEER IS ONE THING, BUT I DRAW THE LINE HERE!

There was one other interesting find in this dump — a full jar of perfectly preserved, approximately 25-year-old imported sausages. This find was quickly appraised by the chapter connoisseur, who stated that they tasted somewhat like soggy C-rations.

*Capitol City Newsletter*

## MARK THIS DATE ON NEXT YEAR'S CALENDAR IN CASE YOU MISSED IT THIS YEAR!

Pop a can of beer on April 7 — the anniversary of repeal!!

*Badger Brewnews*

## SEEK AND YE SHALL FIND DEPARTMENT

One collector told me of finding cans along the Platte River, he found some old cars that were being used along

the bank of the river to slow down the current, and he opened the trunk of one of them and found 24 Ox Bows — all in the original box and in mint condition. A further search of some of the other cars was worthwhile also, for some Mile Hi and more Ox Bows were found.

*Cornhusker Chatter*

## THE SWITCH TO ALUMINUM

The Pickett Brewing Co. has already made the switch and their regular issues should soon be available in aluminum cans. Jacob Leinenkugel Brewing Co. will switch to aluminum this summer. The Fifth Annual Pure Water Days can is expected to be their last three-piece steel can. Walter Brewing Co. is scheduled to switch to aluminum this summer also. August Schell Brewing Co. is considering making the change to aluminum this fall.

*North Star News*

## OVERHEARD:

"My wife has a drinking problem so she doesn't come to the trade sessions; I'm her drinking problem."

*Bullfrog Frogs Log*

## AND YOU THOUGHT PABST WAS A BEER!

American Cyanamid has made a new superglue to be used by aircraft builders. The glue is used in a new program to replace rivets with glue when building airplanes. The program is called PABST (Primary Adhesively Bonded Structure Technology).

*Garden State Newsletter*

## RESULTS OF THIS YEAR'S WESTERN STATES MINICANVENTION BEER TASTING ARE IN!

Jim was also the chief tester in a unique beer taste test. Fifteen old, full beer cans were opened and sampled. Becker's, in a punchtop can, rated the best. Becker's, in a conetop can rated the worst. Some of the other brands were Albion Ale, Tivoli and a '54 Schlitz, which got sixth place. I don't think Jim or anyone else who tried the old "beer" got sick! At least nobody said they did.

*Packer 6 — Pack Report*

## STICK TO BEER BARRELS!

Used whiskey barrels — sold at roadside stands and lumber yards for yard decorations — have exploded and caused serious injuries. Two accidents occurred in the same town on the same day. Dr. David W. Becker (physician, Boise, Idaho) concludes "Under the proper conditions, the residual fumes contained in whiskey barrels are potentially very explosive."

*Blue Hen News*

## LORD CHESTERFIELD ALE DISCONTINUED IN CANS

The Yuengling Brewing Corp., host brewery for Canvention X, has dropped Lord Chesterfield Ale from its canning line. The ale was first introduced in cans in 1978, after having been previously bottled for many years. Problems with maintaining the original flavor in the metal container were cited as the main reason for its being discontinued. Yuengling plans to continue brewing Chesterfield in returnable bottles.

*Keystone Brew News*



# Potpourri forum

Related and unrelated tidbits from the East and other places.

By Will Hartlep #3109



Hospitality rooms have been known to take their toll on their participants, as was the case of the above lady in repose, Terry Macheski #17711½, at the annual Blue-Gray in Fredricksburg, Va. The beer has obviously gone to her head.

## ORGANIZATIONS:

- Way back in January 1980, the Potpourri Forum reported to you about Chapter Bar Tours, at the time functioning only in New York City and into the wilds of Jersey. Well, they've grown and organized. We now have the B.T.A. (Bar Tourists of America) complete with officers, newsletters, and dues, and they've expanded to Allentown, Pa., and ye gods Baltimore, Maryland.

Maybe the rest of us should consider following their lead; it's a great way to lose 12 hours of a Saturday and insure 12 more hours of cranial and intestinal agony the following Sunday.

- First it was just the BCCA, then a few lesser U.S. can clubs. Now, there are can clubs all around the globe. Sweden has its Sveiges Olburkssamlers Forening; Australia has two, the ABCCA and the WABCCA; and England has had a club for several years too. And of course you can't forget the Springbok and Home Run Chapters of the BCCA in S. Africa and Puerto Rico. That's an awesome growth since Denver and the boys first met in St. Louis April 15, 1970.

- Other groups that we might mention include the BSCA (Beer Song Collectors of America), the BPCA (Brewery Photo Collectors of America), and the TPCA (Toilet Paper Collectors of America). And you thought cans were tacky.

## BCCA TOTES:

Check the back cover of this *News Report* and you'll find an ad for BCCA can totes. In one of the most progressive moves the club has made in years, we've purchased the business, complete with dyes, copyrights, the works. No change has been made to the tote itself, except for adding the BCCA logo and address to the outside of the case. A special thanks to Herb Schwarz and Jim Thole, who did most of the work.

## O'SUCH MAGAZINE ARTICLE DEPARTMENT:

From Bruce himself: "Kis of the Hops" article in the May 1981 *Playboy* by Emanuel Greenberg.

And how have I been forgetting *Brewer's Digest*? Each month this fine trade magazine does a feature article on a

brewery, including:

- May 1981 — Walter Brewing Co., Eau Claire, Wisc
- April 1981 — Jacob Leinenkugel Brewing Co.
- March 1981 — Moosehead Breweries Ltd., and Heileman's LaCrosse Plant
- February 1981 — Brasserie De Tahiti
- January 1981 — Dixie Brewing Co.

## TRIVIA WINNER:

Ron Harris #19460 went 5 for 4 in my trivia quiz:

1. The Hamm's Bear: Sasha in person, Theodore in the cartoons.
2. The Schlitz M.L. Bull: Bobby.
3. The brewery first to use "the beer that made Milwaukee famous": Miller Brewing Co.
4. First brewery to use the snaptop: Pittsburgh Brewing Co. in 1962 on Iron City cans.

## SPEAKING OF PITTSBURGH BREWING:

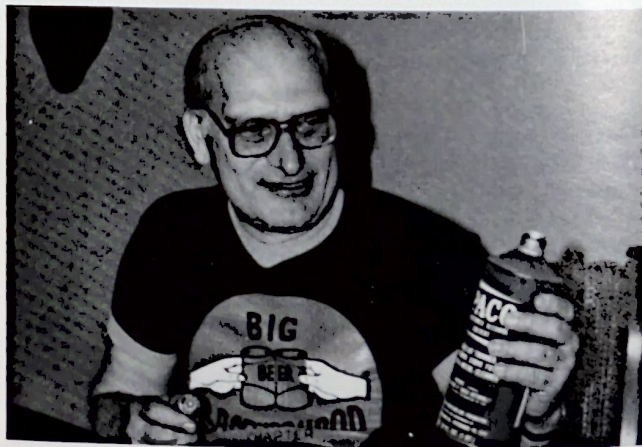
They're now canning Johnny Dollar's Onyo Beer. Who's Johnny Dollar and who's Onyo? Well Johnny Dollar is an urban cowboy type bar and Onyo Burro is the name of its mechanical bull (or donkey in this case). There is of course another 3 letter word for donkey, and "Onyo \_\_\_\_\_" is usually where you end up after riding the thing.

## BEST SESSION I'VE SEEN THIS YEAR:

Deposit, N.Y., 7th Annual Mud Wading — Can Trading Outing; Although I was sorely disappointed when the mud-wrasslin' match between Marie Lillie and Betty was cancelled.

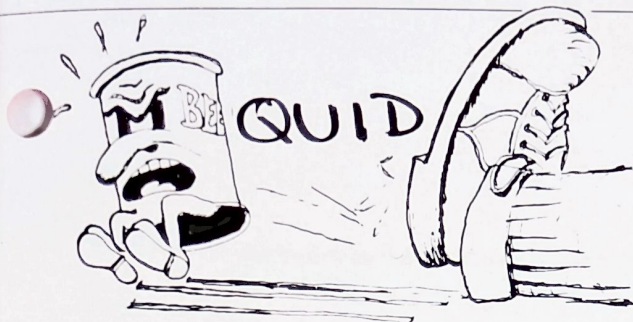
## AND LASTLY

We've all heard of the trading prowess of the legendary Big Beer Brotherhood. Potpourri Forum was fortunate enough to record on film the completion of one such trade. Below: John Vetter #369 with his first quart cone, a Poco Denatured Alcohol. (And, Premium, it comes in 1100 different colors and scenes.)



If you've got something you'd like to see here, send it to Will Hartlep, 306 Olympia Street, Pittsburgh, PA 15211.





By Jeff Berg #799

**THIS INCLUDES  
CONTENT WHICH  
MAY BE OFFENSIVE TO  
SOME MEMBERS  
OF THE PUBLIC.**

## JOKES TO THE EDITOR

Deb Schopp, #9303, reports a big find on the bottom of 12 different Holiday cans she recently acquired at her local store. Seems that said cans each had a different joke on the bottom of the can. Example . . . What does a werewolf eat for a snack? Ladyfingers . . .

Anyone know any other details on this??

## GOODS, BADS & UGLIES

Goods . . . the new U.S. composite in the new roster, a toast to Martin Landey & the other folk involved in making it highly informative and interesting. Also, to Rod MacDonald, #15509 for his survey about why ex-BCCA'ers are ex-BCCA'er's. But, the 3 main reasons people cited for non-BCCAing are, well, not too easily defended. Except for one. The economy is not a bad reason, but if you REALLY wanted to continue BCCAing, I'm sure you could scrape up the bucks. The policy of buying and selling is a cop-out, as no one enforces it. Buying and selling is ignored at most chapter meetings that I have been to, and also at conventions. I doubt if anyone cares anymore. Which is unfortunate. And the # of Duck Fest and Waltzing Matilda cans that are out, well, that's a good reason. Sure, you don't have to collect them personally, but if you go to a trade session and that's all you see for trade, while the good cans go for big bucks under that person's table, well, it does get a tad discouraging.

BADS . . . THE Fact that the BCCA office was burglarized a few months ago. Not much taken, but still, it was bad. Also the "request" that chapter newsletter editors and *News Report* people cease and desist from being critical of our friends, the breweries. A thought on this is one of the first rules of journalism. If its true, and YOU can support that fact, then state it. If a beer tastes like slop, then it tastes like

slop. If you feel that a commemorative type can or whatever is fraud, then say so. If these breweries are our friends then they should be able to handle the good with the bad.

THE UGLIES . . . Charley Burger's right big toe. Butterfingers Burger managed to drop a gallon can (full) on his big toe and break it (the toe) whilst escorting a group of college people on a field trip. It waznot reported what type of field trip it was that needed a gallon can (full) to chaperone it.

Also, the deletion of my newest occupation from the roster. Who did that, anyway? It was supposed to read "Alfred Packerism."

## REVIEWS

New Tom Petty\*\*\*  
707's 2nd Album\*\*½

And . . . Vinny Berg recommends the following for those of you who are into ultra strong music . . . Human League, the Cramps=Psychedelic Jungle, X-Los Angeles, 999 High Energy Plan, Adam & the Ants, -Kings of the Wild Frontier and a bunch of others. Mr. Berg is no relation to Mr. Berg. However, I did manage to get rid of the dreadful Clash LP by trading it to him for 707 #2. Praise be!

## ANOTHER INVITE!!

Before attending the cribbage contest at the next Convention, you are urged to attend the 2nd Annual Pipefest to be held just prior. Sponsors include Bob Hahn, Ed Hahn, and me. For info regarding same, contact us. No "funny" pipes allowed!

## TRIVIA

As of the day I am writing this, no one has had an answer for the last issue's trivia question. Stumped?

## OTHER THINGS

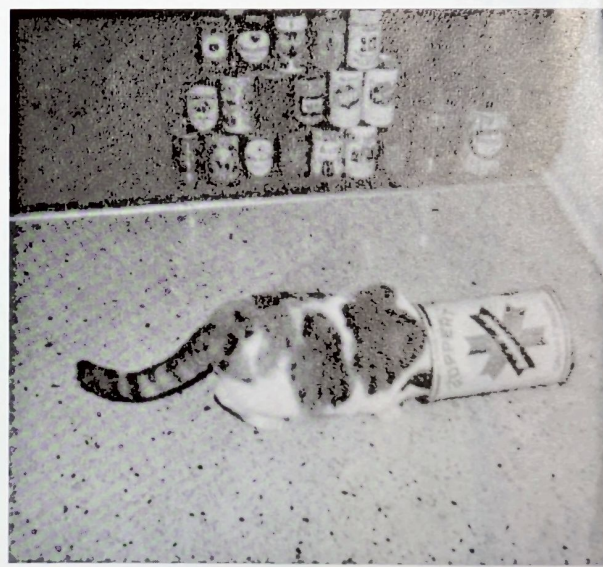
I received information from Charles Miller concerning the Cheasapeake Bay Chapter's "Baldmoor Bah Tooah,"

but he also sent it to other folks, who probably used it, so look to your left for details. And . . . a newsletter from a new "club pub club" called the Bar Tourists of America. But it too was sent to other factions, hence we will wait an issue to see if they use it.

## MIGHTY LAKE HEIDELBERG

During the summer of 1975, the Kamloops Outdoor Club of British Columbia, enjoyed their Alpine Camp among a group of small lakes between Mount Tilly and Mount Begbie. While enjoying these pleasant surroundings they discovered a unique prize. In a creek running into the lake they found two Heidelberg beer bottles. The bottles were of the old key type and the contents and caps were intact. The contents of the two bottles were shared among the group for their lunch break. Of one accord the party named the hitherto unnamed lake — Heidelberg Lake. They claimed that the beer was still delicious in spite of the fact that it had been frozen for several winters, 6400 feet up in the mountain. Such an endorsement changed the whole Ladbury family to Heidelberg fans.

Article compliments of Dennis Gordon, #520.



Pictured is the cat of Ron Greenblatt, caught candidly trying to seek refuge from the Florida mosquitos and cockroaches that Ron constantly grieves about. Also in the background are a set of cans that Ron wants to give away if you can give him a remedy to his insect problems.



# Beer Can Collectors of America

747 Merus Ct.  
Fenton, MO 63026

TO:

Second-class postage paid  
at Fenton, Missouri, and  
additional mailing offices.



## CAN-TOTES Join the BCCA

Early in 1981 the BCCA® and Collectible Kontainer Enterprises (KKE) began negotiations on the possible acquisition by BCCA® of all KKE's assets and rights related to its Can-Tote operations. After prolonged discussions and certain compromises, a final agreement was reached and signed on May 16, 1981. As a result of this acquisition, the BCCA® now owns the Can-Tote dies and printing plates, patent and trademark, and the rights to become the sole merchandiser of Can-Totes.

Your officers and board of directors are continually trying to improve and expand your club in every way that is practical and

financially possible. We think this acquisition is a big plus for the club for several reasons:

(a) it fills a big void which previously existed in our line of can collector supplies;

(b) we can acquaint others with the BCCA® and attract new members by continuing to advertise the Can-Tote in other publications;

(c) we can assure ourselves that a future supply will remain available;

(d) we can hold the price to a reasonable level, with all profits returned to our members in the form of additional funds for the club.

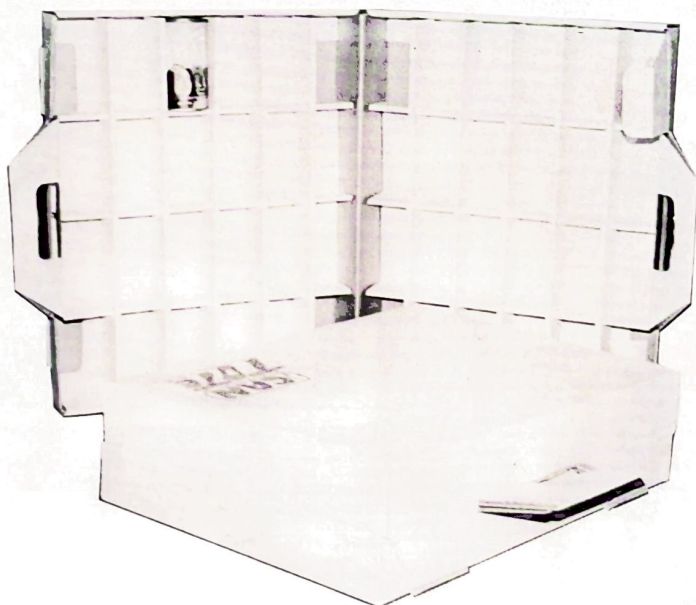
The last benefit will begin to accrue only after the BCCA® has

recovered its initial acquisition cost, which is expected to take about two years.

No change will be made to the Can-Tote itself, except for adding the BCCA® logo and address on the outside of the case. The Can-Tote construction will remain unchanged from its very successful and useful design of recent years.

It is undoubtedly the ideal case for storing your traders at home, and displaying them at trade sessions. So place your order for several Can-Totes today and save money during our special introductory offer.

Jim Thole #410  
Can-Tote Div. Mgr.



See page 7 for our Introductory Offer until August 31, 1981!